

# News Release

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**Electric Cooperatives  
of Arkansas**

## **\$50,000 Energy Efficiency Makeover Contest Application Process Begins**

**Little Rock, Ark.** — May 2, 2011 — The Electric Cooperatives of Arkansas announce the Fourth Annual \$50,000 Energy Efficiency Makeover Contest beginning on Monday, May 2.

“The Electric Cooperatives of Arkansas consistently strive to assist cooperative members with energy efficiency throughout the year, but for the past four summers the effort has included a \$50,000 energy efficiency makeover contest,” said Doug White, vice president of systems services for the Electric Cooperatives of Arkansas. “The local cooperatives work tirelessly to educate members about the benefits of energy efficiency. The annual makeover contest is a great statewide effort to highlight the cooperatives’ commitment to members.”

The grand prize winner of the makeover receives up to \$50,000 in energy-efficiency improvements. To enter, contestants must sign and complete an entry form, answer questions about their residence, submit a photograph of their homes and be a member in good standing with the cooperative. Besides the grand prizewinner, 16 runner-ups receive a free high-efficiency 40-gallon Marathon water heater.

The deadline for entries is July 15. Entrants must reside in Arkansas, be a member of a participating Arkansas electric cooperative and own and occupy an all-electric home.

The Electric Cooperatives of Arkansas sponsor the \$50,000 energy efficiency home makeover contest to educate electric cooperative members and the general public how investing in proven home-science measures and components will reap long-term dividends like lower utility bills, improved home comfort and conservation without sacrificing modern conveniences.

“The Makeover Contest has proven to be an effective tool to demonstrate the benefits was applying energy efficiency techniques to typical Arkansas homes,” White said. “Previous contest winners have been amazed by the energy savings and increased comfort of their homes.”

While only one homeowner can win, thousands who followed past makeover projects and are now enjoying the benefits of energy efficiency from applying the makeover components to their homes; one at a time. To view photos, videos and information from previous Energy Efficiency Home Makeovers, go to: [http://www.aecc.com/energy\\_efficiency\\_makeover.shtml](http://www.aecc.com/energy_efficiency_makeover.shtml)

Over the next few weeks Makeover 2011, will be promoted via television, radio, newspapers, Facebook, and *Rural Arkansas Living* in an effort to reach the cooperatives’ nearly 500,000 members. Applications can be obtained at <http://www.smartenergytips.org> or by visiting your local electric cooperative office.

The project’s major sponsors include: Doug Rye; WeatherBarr Windows of Fort Smith; Marathon Water Heaters; Rood Heating and Air of Russellville; and WaterFurnace Geothermal.

The Electric Cooperatives of Arkansas comprise 17 electric distribution cooperatives; Arkansas Electric Cooperatives Inc. (AECI), a Little Rock-based cooperative that provides various services to the distribution cooperatives; and Arkansas Electric Cooperative Corp. (AECC), a generation and transmission cooperative. The distribution cooperatives provide electricity to more than 500,000 members, or customers, in Arkansas and surrounding states.

For additional information, contact:

Rob Roedel, Electric Cooperatives of Arkansas, 501.570.2296 or [rroedel@aeci.com](mailto:rroedel@aeci.com)  
[www.ecark.org](http://www.ecark.org)