



Tom Barrett
Mayor, City of Milwaukee

For Immediate Release:
March 1, 2011

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*****MEDIA ADVISORY*****

Mayor Barrett to Launch Energy Efficiency Program

WHO:

- Milwaukee Mayor Tom Barrett
- Alderman Willie L. Hines, Jr., Milwaukee Common Council
- Alderman Michael Murphy, Milwaukee Common Council
- Representatives from Focus on Energy and Summit Credit Union
- Homeowner Pat Mueller whose home will be the demonstration home for tomorrow's event

WHAT:

- Mayor Barrett will launch the City's new energy efficiency program, Me²
- Me² offers affordable loans for home energy upgrades, incentives for energy assessments and improvements and free technical expertise to help customers make the right decisions for their homes.
- Me² is funded through an American Recovery and Reinvestment Act grant.
- Mayor Barrett will be joined by both supporters of the program and program participants.

WHEN:

Tuesday, March 1, 2011

- 1:15 p.m. Media welcomed to set up
- 1:25 p.m. Mayor Barrett arrives and greets program participants
- 1:30 p.m. Mayor Barrett and others deliver program remarks

WHERE:

The Home of Pat Mueller
4502 W. Martin Drive, Milwaukee, WI

COVERAGE OPPORTUNITIES:

- Interviews: Mayor Barrett, Alderman, Program Partners, Homeowner

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