**News Release**

**JULY XX, 2025**

FOR IMMEDIATE RELEASE

**Air purifiers and humidifiers keep your home clean and comfy**

There's nothing like a clean and comfy home. But while your home and business may look clean from a distance, the air you breathe can actually contain pollutants that are both irritating to your body and hazardous to your health.

Pollutants like pollen, mold spores and chemicals can come from both indoor and outdoor sources. While secondhand smoke is a common culprit, irritants can also come from less conspicuous sources such as cooking equipment and ingredients, building materials, home furnishings and even many cleaning products. Children, elderly individuals and those with health conditions like asthma or heart disease are at an elevated risk of impairments due to poor air quality.  
  
Boosting air quality creates a cleaner, comfier and healthier environment for our families, friends and colleagues. Studies published by both the National Institute of Health and the Environmental Protection Agency have reported that portable air cleaners have demonstrated significant potential for improving air quality and providing health benefits.  
  
Room air cleaners – portable electric appliances designed to filter air in single rooms – can effectively remove fine particles like dust and pollen. In some cases, they can even remove lingering odors as well.

However, the model of air cleaners makes a difference. Standard models use approximately 450 kilowatt hours per year – that’s more than some new refrigerators. ENERGY STAR models can provide up to 25% better efficiency, saving consumers roughly 110 kilowatt hours annually and $115 over the device's lifetime.  
  
In the battle for cleaner air, dehumidifiers also play a crucial role in maintaining indoor air quality by controlling mold growth. Experts recommend keeping humidity levels between 30-50% for optimal air quality and comfort.

ENERGY STAR certified dehumidifiers offer significant energy savings but maintain optimal performance and comfort levels. They consume up to 14% less energy than conventional models while removing the same amount of moisture. Available in both portable room units and whole-home systems that integrate with existing ductwork, ENERGY STAR dehumidifiers work to create a clean, comfy home while lowering energy bills.  
  
Plus, right now,you can get a$25 rebate on ENERGY STAR dehumidifiers and air cleaners. Check with (**UTILITY NAME)** or visit **brightenergysolutions.com** to learn more about keeping your space clean and comfy