**January 2025 News Release** **or Letter to the Editor**

Bright Energy Solutions® — Residential overview

**FOR IMMEDIATE RELEASE**

**<<Utility Name>> makes it easy to save in 2025**

Saving energy and money go hand in hand, and **<<Utility Name>>** is here to help you do both. Our Bright Energy Solutions® program offers cash rebates on energy-efficient products and upgrades that can help make your home more comfortable, reduce energy costs and protect the environment — all while saving you money.

From appliance upgrades to advanced heating and cooling systems, there are plenty of opportunities to make meaningful changes in 2025. For example, you can earn rebates of $25 on ENERGY STAR® dehumidifiers, dishwashers and smart thermostats, or take it to the next level with rebates of over $1,000 for air-source heat pumps.

“Every time a resident invests in energy efficiency, it’s an investment in lower energy bills and a better future for our community,” said **<<Utility spokesperson name and title>>**.

If one of your New Year’s resolutions is to make upgrades in your home, check out the rebates we offer on the following equipment:

**ENERGY STAR REBATES**

Air cleaner: $25

Ceiling fan: $25

Clothes washer: $25

Dehumidifier (portable): $25

Dehumidifier (whole-home ducted): $200

Dishwasher: $25

Heat-pump water heater: $200

LED recessed downlights: $4

Room air conditioner: $75

Smart thermostat: $25

**ADDITIONAL REBATES**

Air-source heat pump: $150 – $1,050

Central air conditioner: $250 – $350

Central A/C or heat pump tune-up: $40

ECM hot water recirculating pumps: $75 – $900

Home electric vehicle charger: $150 – $500

Geothermal heat pump: $200/ton

Mini-split air conditioner: $150 – $200

Mini-split heat pump: $250 – $400

To learn more about these incentives, visit [brightenergysolutions.com](http://brightenergysolutions.com) or contact **<<Utility Name>>** today. Don’t miss the chance to save energy, save money and make a difference for our community!