**January 2026 News Release or Letter to the Editor**

Bright Energy Solutions® — Residential overview

FOR IMMEDIATE RELEASE

**<<Utility Name>> Wants To Help Put Money Back In Your Pocket**

It’s no secret many households are looking for ways to stretch their budgets, lower energy bills and make smart improvements to their homes. What some may not realize is that **<<Utility Name>>** offers a simple way to do all three.

Through the Bright Energy Solutions® program, residents can receive cash rebates for a wide range of energy-efficient products and upgrades. These improvements make homes more comfortable, reduce monthly energy costs and support a more sustainable future for the community.

“Whether you’re focused on long-term savings, upgrading your home with smart technology or looking for simple, environmentally friendly choices, these rebates offer real value,” said **<<Utility Name>>** **<<Spokesperson Name, title>>.** “Too many people miss out because they assume the process is complicated, but it’s not. It’s straightforward and worth every minute.”

Rebates range from $25 for items like smart thermostats and ENERGY STAR® dehumidifiers to over $1,000 for upgrades such as air-source heat pumps. These incentives can make a meaningful difference. Every time a resident invests in energy efficiency, it’s an investment in lower energy bills and a better future for the broader community.

If you’re planning any home improvements this year, **<<Utility Name>>** encourages you to explore the rebates available. It’s one of the easiest ways to save money and conserve energy.

**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!