

### Sample News Release

1. Tell the local story by filling in the blanks.
  2. Distribute to your local news media. Visit NCAF's online Action Center if you need help.
  3. Send a copy to your congressional offices.
  4. Send a copy to NCAF at [ncaf.news@ncaf.org](mailto:ncaf.news@ncaf.org), along with subsequent media coverage.
  5. Contact Laura Johnston Monchuk ([ncaf.news@ncaf.org](mailto:ncaf.news@ncaf.org), 202-741-9410) for assistance.
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For Immediate Release

Contact: *{Your name, phone, e-mail}*

## Local Weatherization Experts Prepare for Cold Winter

*(YOUR COMMUNITY)* Nov. 16, 2007 – With colder months ahead, a representative of *{Your Agency}* traveled to St. Petersburg, Fla., this week to discuss strategies for relieving low-income consumers' energy burdens.

During National Community Action Foundation's Energy Leveraging Conference, *{Your Name}*, *{Title}*, attended presentations from congressional leaders and national experts as well as in-depth workshops on innovative ways to make energy and housing more affordable.

Each year, the agency's skilled local weatherization crews weather-proof homes and upgrade heating and cooling systems free of charge for about *{how many}* qualifying, low-income households. The Department of Energy estimates these investments reduce energy use by 20 to 30 percent for at least two decades and lower home energy bills an average of \$358 each year after the improvements are made.

*{Include a quote on why WAP and leveraging energy programs are so important to your community.}*

"With this winter's energy bills projected to be 11 percent higher than last, it is crucial that our Community Action and Weatherization Assistance networks enter this season armed with the latest resources for keeping local low-income households warm and efficient," said NCAF Executive Director David Bradley.

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For more information, visit the National Community Action Foundation web site: [www.ncaf.org](http://www.ncaf.org).