



For Immediate Release  
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## **AD CAMPAIGN HIGHLIGHTS BUILDING STAR: EFFICIENCY INCENTIVES WOULD CREATE 200,000 JOBS**

Washington, D.C. – The Building STAR coalition begins a new series of ads today focusing on investing in building retrofits to employ up to 200,000 people across America by the end of 2011. The ads, placed in print and online versions of major Capitol Hill publications, urge Congress to pass Building STAR, a package of energy-efficiency rebates for retrofits of commercial buildings across America.

The ad campaign is sponsored by the Building STAR coalition, a group that has rapidly grown to include more than 80 groups, including labor, business, consumer groups and advocates who recognize the spectrum of benefits resulting from improved energy efficiency in buildings.

The ads underscore how Building STAR – in addition to creating jobs – will help reduce energy waste and lower utility bills for businesses and consumers for many years to come.

“This campaign highlights how Building STAR will have an immediate impact on the economy by creating jobs in the hard-hit construction and manufacturing sectors while reducing energy costs,” said Robert Wilkins, president of Danfoss North America, a key supporter of Building STAR. “Investing in improving the energy efficiency of our commercial buildings creates jobs across the entire supply chain.”

“Building STAR could start creating jobs almost immediately because it uses existing programs as models, and the commercial building sector is ready to put people back to work,” said Reid Detchon, executive director of the Energy Future Coalition. “Building STAR will improve the economic situation of workers right away and save consumers money on future energy costs.”

The ads invite readers to find out more about Building STAR by visiting the Web site, [www.RebuildingAmerica.org](http://www.RebuildingAmerica.org) for more information. Building STAR:

- Maximizes the impact of federal investment by leveraging \$2-3 in private investment for every federal dollar spent. Building STAR would thus spur a total market activity of \$18 to \$24 billion with a \$6 billion federal investment.
- Provides direct benefits to thousands of companies and small businesses, including the 91 percent of commercial contractors that have fewer than 20 employees.
- Delivers real energy savings and greenhouse gas emissions reductions, saving consumers \$3 billion a year in avoided energy costs, in addition to avoiding CO<sub>2</sub> emissions equivalent to taking four million cars off the road.

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