



MEDIA RELEASE

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Rudd's solar hot water and insulation package great news for Australia

Leading energy efficiency group Easy Being Green has strongly backed the Rudd Government's package to make homes more energy efficient by increasing the solar hot water rebate and providing insulation for 2.7 million Australian households.

"We believe this is a clear step in the right direction in terms of creating jobs in the green industry, as well as helping households reduce their carbon emissions," said Easy Being Green Managing Director Andrew Randall.

"Making homes more energy efficient isn't just about reducing emissions and energy use – it's about saving money for consumers by reducing their electricity or gas bills.

"Investing in energy efficiency makes sense on so many levels – it creates jobs, will stimulate investment, saves consumers money and will massively reduce household emissions.

"We know that households who install solar hot water systems can save around 30 per cent on their electricity bills – that's around \$300 to \$700 a year."

Easy Being Green has already helped millions of Australians live greener lives and save money, through practical initiatives such as distributing free energy-saving light globes to more than 650,000 households.

Today's announcement coincides with this week's launch of Easy Being Green's year-long Facebook and TV campaign to help Australians save money and the environment.

Easy Being Green has developed ***52 Ways to Save Money and the Planet*** – one video 'tip' will be broadcast each Sunday on national television with a simultaneous release each week via Facebook and YouTube.

"We're not asking people to make huge sacrifices for the environment," said Andrew. "In fact, it's quite the opposite. Our goal is to provide quick, easy and practical solutions for Australians to make a positive difference to the environment."

To get a weekly video tip on how save money and the environment, people should join the 'Aussies Against Climate Change' group on Facebook. Each video will also be available by visiting www.EasyBeingGreen.com.au or YouTube.

Andrew Randall is available for interview and comment.

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