



**PRESS RELEASE**

**For Immediate Release:**  
January 14, 2003

**For Further Information Contact:**  
Rep. Alice Borodkin, 303/866-2910  
Mark Ruzzin, SWEEP: 303/447-0078, x3

**ENERGY EFFICIENCY BILL WILL SAVE MONEY AND WATER,  
BENEFITING CONSUMERS, BUSINESSES, AND THE ENVIRONMENT**

*(Denver, CO)* – An energy efficiency bill introduced today by Rep. Alice Borodkin (D-Denver), will help Colorado’s consumers and businesses save money while reducing the amount of water used by certain types of appliances and in the production of electricity. The bill sets minimum efficiency standards on ten products not covered by federal energy efficiency standards. Products sold in Colorado would be required to meet these standards beginning in 2005.

“This bill is a win-win opportunity for consumers, businesses, and the environment in Colorado. The standards will reduce the energy use of products such as ceiling fans, torchiere-type light fixtures, commercial refrigerators and freezers, commercial clothes washers, and transformers, saving consumers and businesses money on their utility bills,” said Rep. Borodkin. “And saving electricity means saving water since conventional coal and gas-fired power plants use a great deal of water in electricity production.”

The bill is modeled on appliance efficiency standards adopted in California in 2002. At least eight other state legislatures are expected to take up the same bill this year.

The Southwest Energy Efficiency Project (SWEEP) estimates that the bill would reduce electricity consumption in Colorado by over one percent by 2010. SWEEP projects that the bill will save consumers and businesses about \$740 million and lower water use in the state by nearly 8 billion gallons during 2005-2020. The water savings result from efficiency improvements in commercial clothes washers as well as from less water use by power plants.

“We have over 20 years of favorable experience with state and federal efficiency standards on products such as refrigerators, clothes washers, furnaces, and air conditioners. These standards are practical and cost-effective, and do not inconvenience consumers,” stated Howard Geller, Executive Director of SWEEP. “The standards included in Rep. Borodkin’s bill will add to the benefits that consumers and businesses are already realizing from appliance efficiency standards. We urge state policy makers to approve this bill both to help the economy and help avoid future water shortages,” Geller added.

**About SWEEP:** The Southwest Energy Efficiency Project (SWEEP) is a public interest organization dedicated to advancing energy efficiency as a means of promoting both economic prosperity and environmental protection in the states of Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. For more information, visit the SWEEP website at [www.swenergy.org](http://www.swenergy.org).