



PRESS RELEASE

from the Energy Saving Trust

GAS-ELEC SUPPORTS ENERGY SAVING WEEK

19-25 October 2009

19 October 2009 – Energy Saving Week is a unique, annual event hosted by the Energy Saving Trust. This year it runs from 19-25 October (its 13th year!) Energy Saving Week 2009 is an important week for both our pockets and the planet.

The recession has fundamentally shifted the way we live; made us re-address the daily resources we use: money, food, energy, etc. With this in mind, Energy Saving Week 2009 will tackle WASTEFULNESS in Britain. How wasteful are Britons with their time, money and energy?

Throughout the week, it will examine what people are wasting – money, energy, time, etc. – how they are doing it – through bad habits, lifestyle, behavior, etc. – and explore how simple actions can help rectify the problem.

Our latest consumer research shows that finances are not the only consideration for energy savers' decision making. Two other factors are key: the 'hassle factor' and 'emotional reward'. Both aspects play a huge role for consumers; unless explored they remain huge barriers for consumers' action.

Energy Saving Week 2009 aims to combat these barriers and show how easy it can be to make a difference to your pocket as well as to the planet.

Don't waste your MONEY, ENERGY and TIME. Find out what's happening to celebrate Energy Saving Week in your area by contacting your local Energy Saving Trust advice centre on 0800 512 012. Ask them for easy-to-do tips or in-depth energy saving advice.

Think you've done all you can? Think again. Visit www.energysavingtrust.org.uk and you'll be surprised about how much more you could do to save energy and money at home, and who in your family can help!

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