

Press Release



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Energy Efficiency Keeps Maine State Ballet On Its Toes

Vending Machine Device Minus Cash Incentive Costs \$130 and Saves \$235 a Year

Augusta, MAINE (September 6, 2005) – Once dancers at Maine State Ballet rehearse their last pli , they cool off with a refreshing drink from the studio’s vending machine. Little do these aspiring ballerinas know that the vending machine is hooked to a high-tech device that saves both money and electricity.

Maine State Ballet purchased a VendingMiser[®] for its newly renovated studio in Falmouth as one of many upgrades to improve the facility’s energy savings. Executive Director Steve Williams learned about these gadgets during a visit from the ’s (EMBP) field representatives.

Small enough to fit inside one pink ballet slipper, VendingMisers[®] are simple, plug-in devices. These energy saving devices cost approximately \$180 and Efficiency Maine offers a \$50 cash incentive, bringing the total cost to \$130. Maine State Ballet should save an estimated \$235 annually, according to EMBP. The cash incentive for VendingMisers[®] is available to small businesses – those with 50 or fewer employees and schools. The annual payback of more than \$200 is a refreshing result.

“We installed the VendingMiser[®] ourselves because it simply plugs into any outlet,” stated Executive Director Williams. “Our vending machine stays powered down much of the time, but the drinks are cold when the dancers want them. VendingMiser[®] works well for us, and we’re very pleased with its performance.”

Efficiency Maine also provided a \$945 cash incentive check to Maine State Ballet for upgrading the studio’s lighting. Seabee Electric replaced old T12s with a combination of bright, energy efficient high performance T5 indirect and direct lighting fixtures.

Linda Viens, program manager of the encourages businesses to work with Program Allies such as Seabee Electric when choosing energy efficient electric equipment. “Think of a Program Ally as your link to our program,” remarked Manager Viens. “Program Allies are the vendors and contractors who work with Efficiency Maine and are familiar with the products that qualify for cash incentives.”

A list of Program Allies, and information about VendingMisers[®] and other types of electricity-saving devices are available online at www.energymaine.com or by calling toll-free, 1-866-376-2463.

The Business Program is one of several programs offered by Efficiency Maine, which is a statewide effort to promote efficient electric use, help lower overall electricity costs for Maine ratepayers, and improve Maine’s environment. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission.