



News Release

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The Energy Education Council has “A Good Thing Growing” at the Illinois State Fair

Interactive features on energy efficiency, electrical safety and more

(SPRINGFIELD, Ill.) – From a cool bike that has riders powering up lights to an 18-foot interactive energy efficiency wall to live power line demonstrations with arcs and sparks, the Energy Education Council Tent has “A Good Thing Growing” at the 2011 Illinois State Fair!

The Energy Ed. tent, near the corner of Central and Main streets and across the street from the Fire Safety House, features free energy-saving and life-saving displays and programs. Periodic visits from the funky “fridge hog” and informal lighting programs add to the mix of fun and informative offerings.

“More and more people are realizing how much energy is wasted, and that it’s possible to improve comfort and save cold cash in a variety of ways,” says efficiency expert Bob Dickey, who appears in a series of Energy Ed. efficiency videos. “We make that fun and easy at the Tent. “

The EEC welcomes back the award-winning Energy Efficiency Wall, which sports new features this year. It’s a peek inside the wall of a home just like fairgoers may see in their own homes. It shows where air can leak into and out of homes, wasting money. The wall was developed by Prairie Power Inc. in conjunction with its 10 member Touchstone Energy Cooperatives of central Illinois.

Another option for learning about energy efficiency is to hop on the EEC’s Energy Bike. As riders pedal the Energy Bike, they get a sense of how much energy traditional light bulbs require, and how much less energy it takes to power CFL and LED bulbs. As more lights are switched on, the bike becomes more difficult to pedal. But switch to CFL bulbs and the rider senses how little energy it takes to light the same number of bulbs. Switching to LED lights requires even less power.

The EEC tent will also be visited during the fair by the dreaded Refrigerator Hog! The Refrigerator Hog from Ameren Illinois shows homeowners how to avoid spending an extra \$150 or more every year just to run that old fridge or freezer in the basement or garage, and how utility consumers make some money just by turning in working units for recycling.

Lighting experts will also be on hand for informal demonstrations on the wide variety of bulbs available and how consumers can choose the most efficient light for their needs.

The ever-popular live power line demonstrations also await tent visitors, powering up to 7200 volts of electricity! Sponsored by Energy Ed's Safe Electricity program, multiple demos are provided each day at the tent, aimed at helping people to understand the importance of electrical safety actions.

"Whether at home, work or play, everyone needs to respect the power of electricity, to understand the dangers and steps to take to be safe," says Molly Hall, Energy Education Council Executive Director. "This program demonstrates potential hazards and how to stay safe in a very dynamic, fun and educational way."

Presenter Kyle Finley blends his experience as a lineman with everyday situations to point out potential dangers and safety steps in a manner that's easy for everyone to understand. Those who see the program will come away with a lot more knowledge and healthy respect for electricity.

They'll understand why they should stay inside the car in auto accidents involving downed power lines, why ground fault outlet protection is so essential indoors and outside, and how a Mylar balloon floating into a substation can knock out power to thousands of people. Many more issues are covered in the 25 minute program that Finley has presented to hundreds of thousands throughout the Midwest.

Live Line Demo programs are offered four times each Friday, Saturday and Sunday, and three times Monday through Thursday during the run of the State Fair. The schedule is as follows:

Fridays, Saturdays and Sundays	12:30 p.m.	2:30 p.m.	4:00 p.m.	6:30 p.m.
Monday through Thursday Aug. 15-18	12:30 p.m.	4:00 p.m.	6:30 p.m.	

There will be free educational materials for youth and adults, giveaways and more. There's something for everyone at the Energy Education Council Tent during the 2011 Illinois State Fair!

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The Energy Education Council is a 501 (c) 3 non-profit organization dedicated to promoting electrical safety and energy efficiency. Established in 1952, the Council is headquartered within the University of Illinois Extension, and serves as a forum for diverse utility and energy organizations to collaborate on the mutually vital issues of efficiency and safety. Learn more at:

EnergyEdCouncil.org

SafeElectricity.org

EfficiencyResource.org