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**FOR IMMEDIATE RELEASE**

## Samsen Furniture to be Honored with Ambassador of Energy Efficiency Award

**July 30, 2014 (GENOA, OHIO)** Samsen Furniture will receive Efficiency Smart's Ambassador of Energy Efficiency Award on Tuesday, August 5 at 10:30 a.m. at its furniture store located at 22225 State Route 51 W. in Genoa. The award will be presented to Samsen Furniture in recognition of its commitment and innovation in reducing energy use, which was demonstrated by its successful implementation of energy-efficient measures at the furniture store in Genoa, Ohio.

Members of the media are invited to attend this award presentation. Details follow:

**Date:** Tuesday, August 5, 2014

**Time:** 10:30 a.m.

**Location:** Samsen Furniture (22225 State Route 51 W.)

**Participants:** Doug Samsen, Owner, Samsen Furniture  
Kevin Gladden, Public Works Director, Village of Genoa  
Additional representatives from the Village of Genoa  
Carl Andre, Director of Business Development, Efficiency Smart

As a result of the projects, Samsen Furniture is expected to save 170 mega-watt hours (MWh) of energy annually, \$18,300 annually, and \$288,100 over the lifetime of the installed measures. Additionally, the net project cost was reduced by \$7,000 with incentives from Efficiency Smart.

Samsen Furniture worked with an Efficiency Smart energy consultant and account manager for technical project assistance and to verify savings potential. These resources were made possible through a partnership between Efficiency Smart and Genoa Municipal Utilities, designed to save its electric customers money through energy efficiency.

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"I appreciate the effort Efficiency Smart made to help us with our lighting conversion," said Doug Samsen, owner of Samsen Furniture. "The cost savings to our company along with the efficient use of energy is a win-win for everyone. The lighting effect is first class and the energy savings are measurable. Thanks for your support in helping a small business like Samsen Furniture work to obtain its energy efficiency objective."

"We are delighted to recognize Samsen Furniture for making energy-efficient upgrades," said Kristyn Wilder, executive director of Efficiency Smart. "The project showcases its strong vision and commitment to reducing energy use and saving money today and into the future."

The Ambassador of Energy Efficiency Award recognizes entities that have completed substantial energy efficiency projects. To be considered for the award, companies must be an electric customer of a utility that partners with Efficiency Smart and complete a project that results in significant energy savings for the community.

*Efficiency Smart's services include rebates for energy-efficient residential products; free removal of old, inefficient refrigerators and freezers from homes; and rebates for more than 90 energy-efficient products and services for businesses. Efficiency Smart also offers technical assistance, account management services and customized financial incentives for large commercial and industrial customers. Efficiency Smart was established by American Municipal Power for the benefit of its member communities. It is administered under contract with the Vermont Energy Investment Corporation. Operations are based in Columbus, Ohio.*

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