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Energy Coalition Offers Tips to Conserve Energy and “Beat the Heat”

New York, NY/July 20, 2011 – With the New York City metropolitan region anticipated to sustain temperatures approaching 100°F through the upcoming weekend, John Durso, Jr., executive director of the New York Affordable Reliable Electricity Alliance (New York AREA), outlined important steps to conserve energy and “beat the heat.”

“During this time of excessive heat and reduced air quality, it’s critical that all of us serve as good neighbors and check on those most vulnerable to heat-related illness, particularly the elderly, young children and those suffering from respiratory conditions,” Durso stated. “Additionally, there are several steps that we can all take to ‘beat the heat’ while conserving energy during this time of high demand:

- Shade your windows, especially those facing to the south and west during the day. Sunny windows can make your air conditioner work two to three times harder.
- Do not place lamps or TVs near your air conditioning thermostat. The heat from these appliances will cause the air conditioner to run longer.
- Seal gaps along the sides of your air conditioner.
- Clean the filter on your air conditioner regularly.
- If purchasing a new air conditioner, look for the ENERGY STAR® label. The new energy efficient air conditioner models can save you up to 50 percent on your cooling bills.”

Commenting on the broader array of electricity challenges that the New York metropolitan area faces, Mr. Durso added that, “While the New York metropolitan area is currently equipped to handle the soaring electricity demand expected from this heat wave, many challenges still remain. By maintaining critical base load power resources such as Indian Point, in addition to adding new in-state generating capacity and employing common-sense conservation measures such as installing mechanical insulation, we can ensure that the New York region can meet these growing energy demands while leaving our quality-of-life intact.”

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About New York AREA: Founded in November 2003, the New York Affordable Reliable Electricity Alliance (New York AREA) is a diverse group of more than 150 business, labor, and community groups whose mission and purpose is to ensure that New York has an ample and reliable electricity supply, and economic prosperity for years to come. New York AREA helps to educate policy makers, businesses, and the general public regarding the necessity and importance of safe, low-cost and reliable electricity. Entergy, the operator of Indian Point, is a member of New York AREA. For additional information visit: www.area-alliance.org.