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# NEWS

## **Minnesota Power Kicks Off New Energy Conservation Initiative**

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(Duluth, Minnesota) — Minnesota Power will conduct an appliance recycling and instant rebate event July 16-17 in Duluth. Project “Cool Change” is the latest energy conservation initiative sponsored by Minnesota Power and is aimed at reducing the energy consumption of two widely used summer appliances: dehumidifiers and room air conditioners.

During the two-day “Cool Change” promotion, Minnesota Power customers can turn in a working dehumidifier or room air conditioner at Daugherty Hardware and Appliances, 517 E. Fourth St., Duluth. The old units will be recycled free of charge, and customers will receive a \$60 instant rebate for purchase of a comparable Energy Star® certified air conditioner or dehumidifier, redeemable the same day.

“Older appliances tend to use significantly more energy than newer, more efficient ones,” said Pat Mullen, Minnesota Power Vice President — Distribution Operations and Customer Service. “By offering a rebate and free disposal of their old units, Minnesota Power hopes to help customers reduce energy consumption when summer demand is greatest.”

By replacing an old dehumidifier or window air conditioner, a Minnesota Power customer can save as much as \$175 in electric energy costs over the life of the new unit. Besides using less energy with a higher-efficiency unit, additional energy is saved through the recycling of the steel content of the appliance turned in.

Energy Star® is a government/industry partnership that offers businesses and consumers energy-efficient solutions, making it easy to save money while protecting the environment for future generations. Other project sponsors include Western Lake Superior Sanitary District and the city of Duluth/Cities for Climate Protection. Project “Cool Change” is part of Minnesota Power’s Conservation Improvement Program, a customer-funded state initiative. More information about the programs can be found on the World Wide Web at: <http://www.mnpower.com> .

Minnesota Power, headquartered in Duluth, Minnesota, is one of the companies of ALLETE, Inc. (NYSE:ALE). Minnesota Power is a low-cost electric utility that serves some of the largest industrial customers in the United States



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