

**For Immediate Release 4/23/09**

**Contact:** Kilowatt Ours PR  
(615) 340-5005  
info@KilowattOurs.org  
[www.KilowattOurs.org](http://www.KilowattOurs.org)

## **“Kilowatt Ours: A Plan to Re-Energize America” Comes to Public Television**

*Solutions-Based Film Inspires Positive Energy Changes Reaches  
by reaching 54% of US Television Markets*

**(Nashville, TN)** – “Kilowatt Ours: A Plan to Re-Energize America,” the award-winning film that moved the grassroots conversation about energy conservation into a mainstream campaign, has been airing on public television stations nationwide since October 2008.

“Kilowatt Ours” which reached hundreds of thousands through grassroots efforts such as community screenings, educational outreach, film festivals, and the internet, expanded its reach this year with broadcasts on over 400 public television stations in 114 markets. These stations reach 70% of US television audiences. The inspiring film reached international audiences as an official selection of the 2008 United Nations Association Film Festival.

“Kilowatt Ours helps ordinary citizens take an active role in energy conservation,” Jeff Barrie said. “Most viewers are shocked at the scope of the issue and even more so at the immediacy and simplicity of the solution – energy savings as an energy source.”

With occasional whimsical zest, the film shares how simple changes such as switching incandescent light bulbs with compact fluorescents, using energy star appliances, installing adequate insulation and locating and sealing leaks in air duct systems can have significant results. These changes can result in hundreds of dollars saved on home energy annually, millions of dollars in savings for businesses and communities, as well as dramatically reduced carbon footprints.

“The film provides simple energy saving ideas for homes, businesses and schools that significantly lower utility bills,” said Barrie. “With rising costs of energy and the potential environmental impact, it’s an important and timely issue.”

-- more --

Barrie's film investigates where energy comes from and in the process finds few people are aware that over 50% of our power in the U.S. comes from coal – with the average American home requiring more than 5 tons of coal annually. Even fewer are aware that entire mountains are sacrificed in the process of producing that coal. Barrie explores mountain top removal and other harmful byproducts of coal and nuclear power such as increased childhood asthma, air pollution, and mercury poisoning.

Personalizing the film's message, Barrie turns the tables on himself and takes viewers along as he and his wife take steps to reduce energy use in their own home. The film features other stories of individuals, businesses, organizations, and communities that are foregoing traditional forms of energy and encouraging conservation, promoting energy efficiency, reducing waste, buying renewable power and saving money.

"Kilowatt Ours" has been featured at over 1,000 community screenings attended by over 35,000 people nationwide; over 5,400 students have attended school screenings; and over 1,200 educators have used curriculum created by the "Kilowatt Ours" team. The film has also been instrumental in inspiring energy efficiency legislation in Nashville, Tennessee and has received numerous awards at film festivals across the nation.

### ***About "Kilowatt Ours"***

"Kilowatt Ours: A Plan To Re-Energize America" is an award-winning documentary providing simple, practical, affordable solutions to America's energy crisis starting at the light switch. This documentary was produced by filmmaker Jeff Barrie and is winner of several awards including: Best Documentary Feature – South Dakota Film Festival 2007, and Best Environmental Film – Southern Appalachia International Film Festival 2007. The success of the film spurred the creation of a non-profit organization by the same name, supporting energy conservation with impactful community outreach programs including curriculum for educators, training for some 1,700 students on how to conduct home energy assessments, and "Conservation Power Plant" to help viewers bring energy conservation into their homes. For more information and a short preview visit [www.KilowattOurs.org](http://www.KilowattOurs.org).