

## For Immediate Release

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# “Kilowatt Ours: A Plan to Re-Energize America” Now Available to a National Audience

*Grassroots Efforts Bring Solutions-Based Film to Hundreds of  
Thousands, Inspires Positive Energy Changes*

**Nashville, TN** – “Kilowatt Ours: A Plan to Re-Energize America,” the award-winning film from environmentalist and filmmaker Jeff Barrie that sparked a word-of-mouth sensation, spreading the message of energy conservation to hundreds of thousands is now available to a national audience.

“Kilowatt Ours,” which reached hundreds of thousands through grassroots efforts such as community screenings, educational outreach, film festivals, and the internet, will further expand its reach this fall with broadcasts on public television in many markets throughout the nation. The inspiring film will reach international audiences as an official selection of the 2008 United Nations Association Film Festival. *Kilowatt Ours* will also be available on DVD October 15, 2008 at [www.KilowattOurs.org](http://www.KilowattOurs.org).

“Kilowatt Ours’ focuses on how ordinary citizens can take an active role in energy conservation and provides simple solutions that result in health, money and environment-saving measures,” Jeff Barrie. “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.”

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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 energy costs and the potential environmental impact, this is an important and timely issue.”

Barrie asks film subjects if they know where their energy comes from – few are aware that over 50% of our power in the U.S. comes from coal, ***amounting to more than 5 tons of coal burned annually to provide electricity for the average American home.*** Even fewer are aware that entire mountains are literally destroyed to produce 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.

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The success of the film spurred the creation of a non-profit organization by the same name. The Kilowatt Ours® organization further supports energy conservation with outreach programs that have significant community impact. For instance, the organization's educational arm distributes curriculum to educators and has also trained 1,700 students how to conduct home energy assessments. This fall Kilowatt Ours will launch their "Conservation Power Plant" initiative to help viewers bring energy conservation into their homes and community.

"Kilowatt Ours" has been featured at over 1,000 community screenings attended by over 35,000 people; over 20,000 copies of the film have been distributed on DVD and it was reportedly featured in over 900 home screenings; 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, and has helped thousands save energy and become part of the solution.

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

"KILOWATT OURS: A PLAN TO RE-ENERGIZE AMERICA" is an award-winning film that provides simple, practical, affordable solutions to America's energy crisis and shows how we can save electricity, save money and make a difference for the planet, showing our biggest switch begins with our light switch. This film was produced by 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 DVD features eco-friendly packaging, a "Message from the Producer" with energy saving tips, versions of the film for classroom and presentation use and more.. Website visitors can sign up to receive energy saving tips via email, track energy usage and view monthly savings reports using the site's Kilowatt Counter,

register to receive home screening kits and resources for educators and join the “Conservation Power Plant” initiative. Kilowatt Ours’ sponsors include: Turner Foundation, Southern Alliance for Clean Energy, The Sierra Club Foundation, Johnson Controls, Mother Earth News, Utne Reader and Stonyfield Farms. For more information please visit [www.KilowattOurs.org](http://www.KilowattOurs.org).

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### ***About Jeff Barrie***

Jeff Barrie – “Kilowatt Ours” Project Director – Graduated from UCLA with a bachelors degree in Environmental Studies and has spent the last 12 years producing award-winning environmental documentaries for television and classroom use, coordinating successful and highly visible grassroots environmental campaigns, coordinating multimedia educational tours, and building coalitions as a consultant for organizations such as Alaska Wilderness League, Sierra Club, and Tree People. His video productions include “Generation Earth: A Look at Environmental Education,” “Summit of Hope,” “Arctic Quest: A Search for Truth,” and “Kilowatt Ours: A Plan to Re-Energize America.” Generation Earth has been used effectively as the cornerstone educational piece in a public/private program in Los Angeles County, reaching hundreds of schools with a waste reduction message and curriculum. In 2000, Barrie coordinated and pedaled a 4,600 mile bike trek across America to raise awareness about the Arctic National Wildlife Refuge. The tour featured a hybrid Toyota Prius support vehicle, and promoted fuel efficiency on one of the first cross-country drives made by a hybrid car. Barrie founded Citizens for TDOT Reform in 2002 and led a successful effort to reform public involvement policies and advocate a more balanced transportation system in Tennessee. He wrote, filmed and edited the Southeast edition of “Kilowatt Ours: A Plan to Re-Energize America” (2005) and the National edition of the film in 2007. Barrie founded the Kilowatt Ours organization, a project of Trust for the Future a 501c3 non-profit group in 2005.