



City of Middletown

July 15, 2021

For Immediate Release

MIDDLETOWN'S CLEAN ENERGY TASK FORCE CHEER AND HEATSMART PROGRAMS Kickoff event on July 22, 2021

Middletown, CT – The City of Middletown, through its Clean Energy Task Force (CETF) and its CHEER Middletown program, has partnered with SustainableCT's Matching Grant program and People's Action for Clean Energy (PACE) to provide important energy-related programming in the City of Middletown.

CHEER is CETF's program helping local residents address health and safety barriers in their homes in order to facilitate energy efficiency improvements and improve access to lower cost renewable energy. The HeatSmart program helps residents explore ways to improve how they heat and cool their homes by using efficient, electric heat pump systems. Together, the programs provide information and resources including educational events, home energy assessments, and connections with energy and remediation experts as well as local heat pump installers. Both programs will kick off on July 22, 2021 with a meet and greet at the Powder Hollow Brewery on Washington Street from 5 PM to 6 PM. A banner announcing the programs is expected across Main Street in the next couple of weeks.

CHEER is expanding their program through the funding campaign to provide additional outreach to provide improvements to more homes in Middletown. To date, the program has accomplished nearly \$100,000 in improvements. The project's organizers are calling on the community to join the initiative by donating to a crowdfunding campaign or volunteering in the effort. If the campaign reaches its \$15,000 goal by its deadline of September 22, 2021, it will receive a matching grant of \$15,000 from Sustainable CT's Community Match Fund, an innovative funding resource for public, community-led sustainability projects. For project details and to donate, please visit: https://www.patronicity.com/project/cheer_middletown.

HeatSmart Middletown has information about energy audits and heat pumps. Middletown residents can sign up at <https://heatsmartct.org/middletown>. Residents are encouraged to register for the program to receive support and evaluation of the application of heat pumps in their home.

Middletown Mayor Ben Florsheim notes the benefits of the programs. "Energy Efficiency and electrification of heating and transportation are consistent with the Middletown Energy Plan and are an essential element to achieving a carbon-free economy. The HeatSmart and CHEER programs help the City and our residents achieve these important goals."

The funding campaign will be active through September and the HeatSmart program runs through the end of 2021. For more information please contact Michael Harris, the Middletown Energy Coordinator at 860-638-4854, or Ray Evans, Clean Energy Task Force at 860-740-2901.

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