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MMWEC upgrades home energy conservation services Web site

LUDLOW, Mass. – September 3, 2010 – The Massachusetts Municipal Wholesale Electric Company (MMWEC) today introduced a redesigned Web site for its Home Energy Loss Prevention Services (HELPS) program, the leading residential energy conservation service for Massachusetts municipal utilities.

The redesigned HELPS Web site is located at www.munihelps.org.

Established in 1988, HELPS provides energy education, home energy audits, assistance with home energy improvements and ENERGY STAR appliance rebates to municipal utility customers. In addition, HELPS now provides customers with a gauge of their home's solar energy potential as a standard part of every HELPS audit, with turnkey services for solar system installation available through the program.

HELPS is the residential component of MMWEC's energy conservation and efficiency services, which also include programs for commercial, industrial, and institutional customer classes. HELPS has delivered more than 5,000 home energy audits to customers of Massachusetts municipal utilities.

"The redesigned HELPS Web site makes it easier for customers to access the information and services they need to bring greater energy efficiency to their homes," said MMWEC Chief Executive Officer Ronald C. DeCurzio. The Web site includes an appliance calculator that helps customers make decisions about appliance use and purchases as well as links to information about tax incentives and other benefits of making a commitment to energy efficiency.

The new HELPS Web site design is consistent with MMWEC's graphic identity and features improved navigation that makes it easier for visitors to find specific information. The site also uses a content management system for more timely updating and is "search engine optimized" to direct more users to the site based on their search engine queries.

MMWEC is a non-profit, public corporation and political subdivision of the Commonwealth of Massachusetts that provides a variety of power supply, financial, risk management and other services to the state's consumer-owned, municipal utilities.