



**FOR IMMEDIATE RELEASE**

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**ENERGY SMART NEWS RADIO**

*Energy Efficiency, Generation and Renewables in 15 minutes or less*

The Environmental Sustainability Network is a non-profit organization dedicated to educate and promote energy efficiency, efficient generation and renewable energy in 15 minutes or less. ESN promotes its mission via conferences, forums and weekly internet radio show called the Energy Smart News. The news show is captured in a format known as a “podcast<sup>1</sup>” and stored at the show website [www.energysmartnews.org](http://www.energysmartnews.org).

The show currently receives over 30,000 listeners per month and over 5,000 subscribers from 7 countries. Energy Smart News is ranked #5 overall business show by Yahoo!, “top pick of the week” by Yahoo!, and “top 50 highest rated show” by Yahoo!

The objective of the Energy Smart News is to share the thoughts and actions of key energy industry personnel to promote environmentally responsible thinking and action to preserve our energy and global future. Focused on a guest-interview format, shows include Mr. Bjorn Fischer of the Climate Trust (on location in Oregon) Ms. Lorilee Crisostomo Director of the Guam Energy Office (on location in Guam), Mr. Mark Ellery of the Arizona Energy Office (on location) and many more.

Darren T. Kimura, Certified Energy Manager is the host of the show. Mr. Kimura has had an award winning career in energy and entrepreneurship having been featured in over 50 industry publications, written 5 papers on energy and has been a speaker numerous organizations including the Department of Energy. Mr. Kimura was the 2000 Entrepreneur of the Year and 2002 SBA Young Entrepreneur of the Year. Mr. Kimura serves as advisor to several public companies in environmental stewardship.

**About Environmental Sustainability Network**



In September 2005, oil prices rose above \$70 a barrel, Hurricane Katrina created havoc on the US energy distribution and refinement systems and President Bush called for an end to America's addiction to imported fuels.

A group of energy concerned individuals gathered to discuss the need for helping create an exit strategy to this current and future energy crisis. The result of that meeting was an action plan with the end goal being a sustainable energy future. This plan became the 10 year Energy Smart plan focused on 3 major phases. Energy efficiency today, efficient generation as a bridge to the renewable energy future.

**Why Energy Efficiency:** When we use less energy, we generate less power from central station generation which reduces greenhouse gas emissions and improves the quality of our air.

**Why Efficient Generation:** Distributed energy offers solutions to many of the nation's most pressing energy and electric power problems, including blackouts and brownouts, energy security concerns, power quality issues, tighter emissions standards, transmission bottlenecks, and the desire for greater control over energy costs.

**Why Renewables:** The air we breathe contains 40% more CO<sub>2</sub> than it did only 250 years ago. As a direct consequence of this increase in CO<sub>2</sub>, the planet has warmed more than one degree Fahrenheit in the last 140 years. Even if we stopped burning fossil fuels today, the current levels of CO<sub>2</sub> in the atmosphere will continue to raise the Earth's temperature by somewhere between 1 and 3.5 degrees Fahrenheit in the next 100 years.

*“Conservation today, efficient generation as a bridge to a renewable future”*

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<sup>1</sup> What is a podcast?: An audio or video broadcast via streaming media over the Internet. Unlike traditional broadcasting, "Podcasts" can be stored and listened to at a later point in time.