

Press Release Template

[Be sure to fill in the bracketed text below for the relative utility district. The dollar amounts were correct as of August 2020, but you should check for your utility for any updates. The amounts do change from time to time. Questions about this template? [Email NY4Cool@gmail.com](mailto:Email_NY4Cool@gmail.com).]

Did you know that your electric utility will give you a really cool rebate when you are ready to replace your old refrigerator or freezer?

For customers of [O&R] that means you can get [25] bucks if you sign up for this service by calling [866-552-3755 or visiting [their website](#) (go to oru.com and search for “Appliance Recycling”)]. When you have signed up, a truck will come to your residence at an assigned date and time to pick up your old appliance, which must be clean and still working. A few weeks later you will receive a gift card in the mail for participating.

This program, which is run by ARCA, Inc. for [O&R] and other utilities throughout New York State, has many outstanding environmental benefits:

First, an inefficient device is removed from the electric grid, thus reducing peak demand and thereby keeping costs and emissions down for everyone. According to the EPA, “On average, an old refrigerator uses about 33% more energy than a model that has earned the ENERGY STAR.” However, if your refrigerator is more than 20 years old, the percentage of savings would be much higher.

Second, ARCA captures all of the refrigerants from the appliances they collect. Each refrigerator only has 1/3rd pound of refrigerant, but those refrigerants are really intense greenhouse gases. On a 20-year time frame, capturing the refrigerants from just 8 or 9 typical refrigerators is the equivalent of taking the average American car off the road for a year.

Third, at ARCA’s state-of-the art facilities, they also capture the blowing agents from the insulating foams in the appliances. These chemicals are also intense greenhouse gases, and it’s rare for anyone to capture them. The remaining materials in the foams are turned into pellets for pellet stoves.

Fourth, the metals and plastics are all separated and sent to their own recycling streams.

These programs were paused throughout New York during the Covid-19 pandemic, but they are back up and running now in many regions, with enhanced procedures for maintaining distance between ARCA workers and residents. This work employs New Yorkers -- the fifth benefit of this program.

Finally, when you get a new refrigerator, be sure to [get one that is free of the refrigerants that drive climate change](#). (You can look this up on the eia-global.org website.)

Hardly anyone reads their electricity bill inserts or emails from their utility, so not many of us are aware of this rebate for old refrigerators. Please pass the word so more people will take advantage of this program.

Comments and questions about this press release can be emailed to NY4Cool@gmail.com.



[Before using the information in the table below, please confirm that the rebate rates are current.]

Utility	Rebate Rate	Contact #	Website	
Orange & Rockland	\$25	866-552-3755	https://www.oru.com/en/save-money/rebates-incentives-credits/rebates-incentives-tax-credits-for-residential-customers/appliance-recycling	
Central Hudson	\$100	866-706-3995	https://www.arcaincutility.com/NY/CH/index.cfm	
NYSEG	\$75	888-646-3208	NYSEG.com/recyclefridge	
PSEG Long Island	\$50	866-761-2722	https://www.arcaincutility.com/NY/PSEG/	
Rochester Gas & Electric	\$75	888.646.3208	https://www.rge.com/wps/portal/rge/saveenergy/rebatesandprograms/appliancerecycleprogram/	
National Grid			No current program	
ConEdison			No current program, but residents of the 5 boroughs	

			can call 311 for free assistance recycling appliances with refrigerants.	
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