

The televised 30-second public service announcement (PSA) created by **1500 Days: The Central Ohio Energy Efficiency Project** is working. Project Coordinator Glen Kizer said, “we have an unbelievable number of people interested, including the CEO of a 365,000 square foot factory who saw our PSA and wants a project done ‘right away.’” Kizer said they choose to work with high-profile businesses because “marketing efforts are key, and we require clients to educate the public by publicizing their projects.” The goal of 1500 Days, Kizer said, “is to demonstrate we can sell energy efficiency like a product.” They have begun work with one car dealership, a chain of 10 restaurants, and two movie theaters.