



**SIERRA  
CLUB**

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LONE STAR CHAPTER

## PRESS ADVISORY

**WHO:** Senator Rodney Ellis, Sierra Club, and Texas Retailers Association

**WHAT:** Announce upcoming new Memorial Day Weekend  
**Sales Tax Holiday for Energy Efficient Products**

**WHEN:** Monday, May 12, 11:00 AM

**WHERE:** Lieutenant Governor's Press Room, 2E9, Texas State Capitol, Austin

**GREAT VISUALS:** Several energy efficient products will be display at the press conference.

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### **Sierra Club Joins Senator Rodney Ellis and Texas Retailers Association for Press Conference announcing new Sales Tax Holiday for Energy Efficient Products Memorial Weekend, Press Conference, Monday, May 12, 11:00 AM**

Senator Rodney Ellis (D-Houston), Cyrus Reed, Conservation Director of the Lone Star Chapter of the Sierra Club, and Ronnie Volkening, President and CEO of Texas Retailers Association will talk about the benefits for consumers, retailers, and the environment that will be achieved on the sales tax holiday for energy efficient products which will take place later this month.

**"If you've been thinking about finally buying those energy efficient light bulbs, purchasing a programmable thermostat, or actually replacing the refrigerator, dishwasher or air conditioner with a cleaner more efficient one, memorial day weekend is the time to do it. You'll save money, while helping to reduce energy demand and greenhouse gas emissions,"** noted Lone Star Chapter Conservation Director Cyrus Reed.

The sales tax holiday applies to EnergyStar-rated products certified by the U.S. Department of Energy. Products exempted from sales taxes from Saturday, May 24, 12:01 AM – Monday, May 26, 11:59 PM include refrigerators, dishwashers, clothes washers, compact fluorescent lightbulbs, ceiling fans, dehumidifiers, and programmable thermostats.

**"This is a win-win,"** said Sen. Ellis. **"Consumers save money when they purchase the Energy Star products and they save money each month on electricity. With the price of electricity and concerns about global warming both rising rapidly, energy efficiency is becoming even more important."**

Ronnie Volkening, representing the Texas Retailers Association, said his association lobbied for the tax exemption because its member companies recognize the value of bringing more of these products into our homes.

**"Our hope is that consumers become aware of these products and take advantage of this tax holiday. This program can help Texans save money on their utilities while also promoting energy efficiency, which should help our environment,"** said Volkening.

The Memorial Day Tax Holiday is the result of the passage of the omnibus HB 3693 by Representative Joe Straus (R-San Antonio), which Reed called "the mother-of-all efficiency bills."

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