



News Release

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CONSUMERS URGED TO USE CEILING FANS TO COMBAT RECORD-HIGH HEATING COSTS THIS WINTER

**Save up to 10 percent on energy costs by running fans
on slow speed in reverse during cold weather.**

POMONA, Calif.— Just as gas prices are beginning to let up at the pumps a bit, the arrival of cooler air and home heating bills are about to send consumers reeling yet again. As widely reported, prices for all home fuel types are predicted to rise as much as 50 percent this winter. But there are steps consumers can take to help battle these high heating costs.

"By using ceiling fans, you can cut heating costs by up to 10 percent. This is one of the most efficient ways to supplement the work of your home heating system," says John Pearson, vice president of marketing for Casablanca Fan Company. "Fans can move heat trapped near the ceiling back into the living area, reducing the amount of time the furnace will run."

Casablanca Fan Company designs and manufactures well-engineered fans that work smarter, not harder, so that each element is fine-tuned to contribute to overall savings in energy costs. From a cost standpoint, it requires far less energy to run a fan than a 100-watt lightbulb.

"Because warm air rises, it becomes trapped near the ceiling where it becomes wasted energy," explains Pearson. "In fact, in a standard room in winter, the difference in temperature from ceiling to floor may be as much as 15 degrees. However, by running a Casablanca fan on a lower setting in reverse, the warm air on the ceiling is moved gently down to the living area. This evenly disperses the heated air, so the same comfort level can be maintained with the thermostat set lower."

In addition, many Casablanca fans have earned the ENERGY STAR® rating because they provide even greater energy efficiency. ENERGY STAR® is a government-backed program that helps businesses and individuals protect the environment through superior energy efficiency. Ceiling fans that are ENERGY STAR®-qualified move air up to 20 percent more efficiently than standard ceiling fans. This can lead to additional savings on utility bills, plus even more air conditioning or heating savings gained when a well-engineered fan is operated properly.

To learn more about Casablanca ceiling fans and how they can keep home heating costs lower, please visit www.casablancafanco.com or call 888-227-2178 toll-free.