



## FOR IMMEDIATE RELEASE

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### **Arizona Launches HEAR Program to Help Families Save on Energy Costs and Beat the Heat**

**Phoenix, AZ** — Today, a coalition of community organizations celebrates the full launch of Arizona's [Home Electrification and Appliance Rebates \(HEAR\) Program](#), a landmark effort led by the Governor's Arizona Office of Resiliency that delivers critical financial support to help families upgrade their homes, lower utility bills, and stay safe in the face of extreme heat.

Funded by the federal [Inflation Reduction Act](#), the HEAR program provides up to \$14,000 in rebates for low- and moderate-income renters and homeowners across Arizona. These rebates cover the cost of installing high-efficiency appliances, such as heat pumps and induction stoves, as well as insulation and electric panel upgrades, up to 100% of the costs for low-income households and up to 50% for moderate-income households. [Utility incentives and energy efficiency tax credits](#) can also be combined with the HEAR, reducing any remaining costs not covered by the rebate.

Extreme heat remains Arizona's number one climate threat, with nearly 1,000 Arizonans lost to [heat-related deaths](#) between 2012 and 2022. The HEAR program provides a lifeline by helping families make energy-efficient improvements that also reduce indoor temperatures, improve air quality, and reduce strain on the power grid during peak demand.

The HEAR program is the first of two major rebate initiatives in Arizona. The second, the [Home Efficiency Rebates \(HOMES\) Program](#), is expected to launch later in 2025. These programs are projected to benefit more than 23,000 households, helping create healthier, more energy-efficient homes for families across Arizona.

For more information or to apply for HEAR rebates, visit [efficiencyarizona.com](https://efficiencyarizona.com)

**Dora Vasquez, Executive Director, [Arizona Alliance for Retired Americans](#)**

*"This is a game-changing program that delivers practical relief for Arizona seniors and families. By*

*lowering energy bills and making homes safer and more resilient, HEAR ensures Arizonans—especially those most vulnerable—can stay cool and healthy through our harsh summers.”*

**Brian Drummond, MD, FAAEM, Co-Founder, [Arizona Health Professionals for Climate Action](#)**

*“The HEAR program will not only help families save money, it will also empower them to make energy-efficient home improvements that protect against Arizona’s extreme heat. This is a meaningful step toward building healthier, safer communities across our state.”*

**Joanna Mendoza, USMC Retired, [Arizona VetsFWD](#)**

*“As a veteran, I’ve always believed in serving and protecting our communities. The Home Electrification and Appliance Rebate Program does just that—by helping Arizona families lower their energy bills, stay safe during extreme heat, and invest in energy-efficient upgrades. It’s about building resilience at home and creating new opportunities for veterans like me in the growing clean energy workforce.”*

**Diali Avila, Arizona State Director, [Climate Power](#)**

*“The economic benefits of the program are equally significant. In addition to helping families save hundreds of dollars a year on their energy bills, the HEAR program is projected to support over 2,600 clean energy jobs across the state and attract new investment into Arizona’s fast-growing clean energy sector.”*

**Paloma Greenwald, RN, BSN, MA, Health & Climate Initiatives Manager, [Elders Climate Action](#)**

*“Our generation is responsible for protecting the health, safety, and financial well-being of younger generations. Programs like the HEAR Program are critical steps toward that goal, which helps families stay cool, save money, and reduce pollution. As elders, we support bold actions that leave our children and grandchildren a healthier, more secure future.”*

**Fabiola Bedoya, Arizona Field Organizer, [Moms Clean Air Force / EcoMadres](#)**

*“Being a mom means thinking not just about today, but about the world my child will grow up in. Programs like HEAR are powerful because they help families stay safe during extreme heat, reduce energy bills, and clean up our air. This is about protecting our kids and building a healthier, more hopeful future.”*

**Nancy Herrera, State Director, [Poder Latinx](#)**

*“As someone proud to be part of Arizona’s Latino community, I believe in protecting and uplifting our neighborhoods. The Home Electrification and Appliance Rebate Program does just that—by helping Latino families lower their energy bills, stay safe during extreme heat, and invest in energy-efficient upgrades. It’s about building resilience at home and opening up new opportunities for our community in the growing clean energy workforce.”*

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