



..... **for immediate release**

Media Contacts: Rebecca Ehlers / Tim Wirtz
Hoffman York
(414) 225-9568 / (414) 225-9522
rehlers@hyc.com
twirtz@hyc.com

.....

A Simple Change Can Make a Big Difference

MADISON, Wis. (October 1, 2007) – Spend as little as \$0.99 and save \$600 million in annual energy costs. As crazy as it may seem, it’s true. If every homeowner in the United States replaced just one standard incandescent light bulb with an ENERGY STAR® qualified compact fluorescent light bulb (CFL), the energy saved would be enough to light more than 3 million homes for more than a year and save \$600 million in annual energy costs. Through its *Change a Light, Change Wisconsin* campaign, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is offering Cash-Back Rewards on select ENERGY STAR qualified CFLs. The promotion begins October 1, and while supplies last Wisconsin residents can get the bulbs for as little as \$0.99.

A Big Difference for the Environment and Your Wallet

ENERGY STAR qualified CFLs use up to 75 percent less energy than standard bulbs, which translates into money saved on utility bills and less mercury and carbon dioxide being released into the atmosphere from the coal needed to produce electricity. They also last up to ten times longer, meaning fewer burnt out light bulbs. In addition, ENERGY STAR qualified CFLs produce about 75 percent less heat than standard bulbs, making them cooler to touch and less of a fire hazard.

The average home has about 45 light bulbs and since one ENERGY STAR qualified CFL can save about \$30 or more in electricity costs over its lifetime, imagine how much could be saved by switching out the bulbs throughout a home. Even just switching out the five most used bulbs in a home can save about \$35 in energy costs the first year alone.

-more-

Why You Should Care

Every time someone flips a light switch to turn on a light, coal is being burned at a power plant to produce electricity, and as it is burned it releases carbon dioxide (CO₂), mercury and other toxins. The higher the bulb wattage, the more electricity needed to make it burn bright, and of course the more electricity used means higher energy costs for you.

“Few of us think about the environmental impact of turning on a light,” said Karl Hilker, program manager for Focus on Energy. “If people realized the positive impact they can have on the environment and their utility bills by changing even one light bulb, the decision to use ENERGY STAR qualified CFLs over standard incandescents would be easy. Furthermore, with Instant Cash-Back Rewards, select ENERGY STAR qualified CFLs cost as little as \$0.99 per bulb.*”

A Good Start

Since 2001 through the Focus on Energy Program, Wisconsin households have purchased nearly 8 million ENERGY STAR qualified CFLs, resulting in energy costs savings of more than \$28 million and 304,733,583 kWh saved, which is enough energy to power 30,596 homes. It’s a good start, but more can be done to protect Wisconsin’s environment and reduce utility costs. If every household in Wisconsin changed out five standard bulbs to ENERGY STAR qualified CFLs, the energy savings would be enough to power 42,898 homes and \$40,205,864 would be saved on energy costs.

There’s No Better Time To Make A Difference

Select ENERGY STAR qualified CFLs are being sold for as little as \$0.99 at select retail locations, including Ace Hardware, Big Lots, Do it Best, Hardware Hank, Home Concept, Menards, Mills Fleet Farm, The Home Depot and True Value Hardware. Making a difference has never cost so little.

For more information on ENERGY STAR qualified CFLs or where to purchase them for as little as \$0.99, contact Focus at (800) 762-7077 or visit focusonenergy.com/changealight.

*Some retailers only carry multi-packs.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call (800) 762-7077 or visit focusonenergy.com.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy and money, and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit focusonenergy.com.

###