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[Frequently Asked Questions about CFLs](#)

[Steps to Becoming Environmentally Friendly](#)

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CFLs Continue to Provide Savings in Wisconsin

MADISON, Wis. (October 1, 2009) – Wisconsinites continue to realize the financial and energy savings of installing ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) in their homes. And now, for a limited time, Focus on Energy is offering CFLs for a discounted price at participating retail locations throughout the state. Focus, Wisconsin’s statewide resource for energy efficiency and renewable energy information, is launching the annual promotion October 1, 2009.

CFLs that have earned the ENERGY STAR last up to 10 times longer than standard incandescent bulbs and are 75 percent more efficient - saving as much as \$30 over the course of their lifetime. In addition, the bulbs produce 75 percent less heat than their standard counterparts, making them safer to operate.

“Over the past several years, thousands of residents throughout Wisconsin have reduced their energy use and utility bills by installing ENERGY STAR qualified CFLs, but there are still many who have not made the switch,” said Rhonda Pittman, Lighting Program Manager. “In these tough economic times, there is no better time to install a product that will save money while also helping Wisconsin’s environment.”

While financial savings associated with using CFLs remain one of the primary reasons Wisconsin residents opt for them, CFLs also offer environmental benefits. Because qualified bulbs use so much less energy to operate, less pollution is being generated. To put it into perspective, every time a light switch is flipped, coal is being burned at a power plant to produce electricity to power the bulb, releasing 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.

“If every Wisconsin household changed just one standard bulb to a CFL, it would prevent over 113,000 tons of CO₂ from being released into our atmosphere,” said Pittman. “While that’s an impressive number, it’s important for people to understand the impact their choices can have on their own budgets and the environment.”

Focus has created a savings calculator available at focusonenergy.com/changealight for consumers to see how the numbers add up for their households.

Just in Time for Daylight Savings

As consumers think about turning their clocks back this fall to save daylight, there is no better time to switch to ENERGY STAR qualified CFLs to save money and energy. ENERGY STAR qualified CFLs are being sold for a discounted price at select retail locations, including Ace Hardware, Copps Food Center, CVS Pharmacy, Do it Best, Dollar Tree, Family Dollar, Hardware Hank, Menards, Mills Fleet Farm, Pick ‘n Save, ShopKo, True Value Hardware, Trustworthy Hardware, United Hardware and Woodman's locations. Make this fall your time to save.

Dispelling the Mercury Myth

As CFLs have increased in popularity, so have the myths surrounding them. Many consumers are wondering about the mercury in CFLs and how to dispose of them. According to Plunkett Research, CFLs contain a trace amount of mercury incased in the base of the bulb – a mere 1.4 milligrams to 5 milligrams depending on the bulb. In comparison, some watch batteries contain 25 milligrams of mercury and some older thermometers contain 500 milligrams. The mercury is not emitted when the bulb is in use, intact or being handled, which means they are safe to use. Like all products containing mercury, CFLs should not be thrown in the trash when they eventually burn out; they need to be recycled. Focus on Energy has partnered with more than 250 retailers throughout the state to offer [free CFL recycling](#) to consumers, and because CFLs contain mercury, the Environmental Protection Agency (EPA) has created [instructions for cleaning up a broken CFL](#).

For more information on ENERGY STAR qualified CFLs or where to purchase them at a discounted price, contact Focus at (800) 762-7077 or visit focusonenergy.com/changealight.

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 be 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 energystar.gov.

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