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**CFLs Give a New Meaning to Daylight Savings**

**MADISON, Wis. (October 1, 2008)** – As fall turns to winter and the sun sets earlier each night, Wisconsinites are turning on their lights, and in doing so, spending more money on electricity. Fortunately, there is a way to turn on lights and turn back energy costs. With just a twist of the wrist, ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulbs (CFLs) can reduce energy use by up to 75 percent, and changing out the five most used bulbs in a home can save \$35 in energy costs the first year alone. To add another twist on the savings, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is offering ENERGY STAR qualified CFLs for a discounted price at [participating retail locations](#), beginning October 1 for a limited time.

“Over the past several years, residents throughout Wisconsin have reduced their energy use and their utility bills by using ENERGY STAR qualified CFLs, but there are still many who have not made the switch,” said Mike Plunkett, Lighting Program Manager. “Fortunately, for those still holding out, the technology has improved over the years with the issues of humming, flickering and poor light quality having been eliminated. So people who didn’t like the early bulbs may be surprised to find they’ll get a great functioning bulb that saves them money for years to come.”

**Money Isn’t Everything**

While the financial savings associated with using CFLs are one of the primary reasons consumers like them, CFLs offer environmental benefits as well. ENERGY STAR qualified CFLs use only a fraction of the energy standard bulbs do, which translates into less pollution being produced. 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 (CO<sub>2</sub>),

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 CO<sub>2</sub> from being released into our atmosphere,” said Plunkett. “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 so Focus has created a savings calculator. By visiting [focusenergy.com/changealight](http://focusenergy.com/changealight), consumers can see how the numbers add up for their household.”

### **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, 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 300 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](#).

### **Just in Time for Daylight Savings**

As consumers think about turning their clocks back this fall to save daylight, there is no better time 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, Big Lots, Copps Food Center, Cub Foods, Do it Best, Dollar Tree, Festival Foods, Hardware Hank, Home Concept, Menards, Mills Fleet Farm, Pick ‘n Save, Sentry Foods, ShopKo, True Value Hardware, Trustworthy Hardware and Woodman’s locations. Make this fall your time to save.

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 [focusenergy.com/changealight](http://focusenergy.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](http://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](http://energystar.gov).

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