

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

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

### **Think “Green” for the Holidays**

*-Energy efficient holiday lighting helps consumers go green and save green-*

**MADISON, Wis. (November 14, 2007)** – This holiday season, consumers and businesses are more excited than ever about LED (light emitting diode) holiday lights. This “green” technology saves energy, helps preserve the environment, and puts more green in people’s pocketbooks too. What’s more, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is offering financial incentives toward the purchase of strings of LED holiday lights to save consumers even more green.

Now through Dec. 31, 2007, Focus on Energy is offering a \$3 Instant Reward on the purchase of strings of LED holiday light sets at participating Ace Hardware, Menards, Mills Fleet Farm, Milaeger’s, Reinders and True Value Hardware locations.

According to Karl Hilker, lighting program manager at Focus on Energy, LED holiday lights offer many benefits over traditional incandescent strands. “LED holiday lights use much less energy than standard holiday lights, and that reduction translates into fewer fossil fuels consumed to produce electricity—and lower energy costs,” explained Hilker. “They also last longer and produce less heat, reducing the risk of fire.”

-more-

### Facts about LED Holiday Lights

LED lighting offers many benefits compared to standard holiday lights. LEDs are:

- **More energy efficient.** LED holiday lights use up to 93 percent less energy than standard mini lights and up to 99 percent less energy than standard C-7 holiday lights.
- **Longer lasting.** LED lights can last up to 200,000 hours when used indoors, and some manufacturers also provide a five-year warranty.
- **More convenient.** LED holiday lights are available in 35 to 100-bulb strings in a variety of colors. If a bulb burns out, the other bulbs will stay lit so bad bulbs can easily be replaced.
- **Safer.** LED lights produce almost no heat and don’t have the same components that cause traditional lights to burn out or combust.
- **Sturdier.** These bulbs won’t break. In fact the casing for the diode is solid plastic so it’s almost impossible to break.

The chart below shows how Wisconsin residents can realize significant savings by making the switch to LED holiday lights.

Light Type	Purchase Cost	Energy Use (kWh/yr)	Total Five-Year Cost
Standard C-7	\$55	300	\$182.50*
Mini Lights	\$35	29	\$47.33*
LED Lights	\$60	3	\$1.20

Chart is based on 500 bulbs.

\*Includes replacement costs

### 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).