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**Media Contacts:** Robyn Nowak/Mark Treichel  
Hoffman York  
(414) 225-9520/(414) 225-9554  
[mnowak@hyc.com](mailto:mnowak@hyc.com)/[mtreichel@hyc.com](mailto:mtreichel@hyc.com)

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## **Discounted LED Holiday Lights Help Consumers Trim Their Trees, Not Their Wallets**

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

**MADISON, Wis. (Nov. 16, 2009)** - LED (light emitting diode) holiday lights are a proven way to help consumers trim energy costs while trimming their trees. How? This technology saves energy, while helping to preserve the environment. What's more, Focus on Energy, Wisconsin's statewide energy efficiency and renewable energy resource, is offering financial incentives toward the purchase of ENERGY STAR<sup>®</sup> qualified LED holiday light strings.

Now through Dec. 31, 2009, or until supplies last, Focus on Energy is offering a \$3 Instant Reward, taken at the register, on the purchase of ENERGY STAR qualified LED holiday light strings at participating locations including Ace Hardware, Costco, Do it Best, Hardware Hank, Menards, Mills Fleet Farm, Shopko, Stein Gardens & Gifts and True Value Hardware locations. Limit twelve (12) light sets per customer.

"In these tough economic times, LED holiday lights will allow consumers to maintain the time honored tradition of decorating their homes and trees without having to worry about excess electricity costs," said Rhonda Pittman from Focus on Energy. "In addition, using less electricity will result in less coal being burned at power plants, which has a positive impact on the environment. This is a gift that keeps giving."

### **Facts about LED Holiday Lights**

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

- **More energy efficient.** LED holiday lights use 75 to 90 percent less energy than standard incandescent holiday lights.
- **Longer lasting.** LED lights can last up to 10 times longer.

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**DISCOUNTED LED HOLIDAY LIGHTS HELP CONSUMERS TRIM THEIR TREES, NOT THEIR WALLETS**

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- **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.
- **Versatile.** There are several styles to choose from. Some models offer features such as dimming and color shifting.

For more information about LED holiday lights or a complete list of participating retailers, call (800) 762-7077, or visit [focusonenergy.com/holidaylights](http://focusonenergy.com/holidaylights).

**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 [focusonenergy.com](http://focusonenergy.com).

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