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## **Discounted LED Holiday Lights Help Consumers Save at the Cash Register and in the Long Run**

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

**MADISON, Wis. (November 18, 2008)** - LED (light emitting diode) holiday lights are a proven way to help consumers trim energy costs while trimming their trees. This technology is “green” in many ways. LED holiday lights save energy, help preserve the environment and put 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, saving consumers even more green.

Now through Dec. 31, 2008, Focus on Energy is offering a \$3 Instant Reward on the purchase of strings of LED holiday light sets at participating Ace Hardware, Do it Best, Menards, Milaeger's, Mills Fleet Farm, Reinders 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 their time honored tradition of decorating homes and trees without having to worry about excess electricity costs,” said Mike Plunkett 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.”

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

For more information about LED holiday lights or Cash-Back Rewards available through Focus on Energy, call (800) 762-7077, or visit [focusonenergy.com/holidaylights](http://focusonenergy.com/holidaylights).

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### **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).

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