

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

**Media Contacts:** Rebecca Ehlers / Tim Wirtz  
Hoffman York  
414.225.9568 / 414.225.9522  
rehlers@hyc.com  
twirtz@hyc.com

.....

### **Energy Savings Brighten the Holidays**

*-Energy efficient holiday lighting brings financial savings and good cheer-*

**MADISON, Wis. (November 16, 2006)** – Tis' the season for holiday decorating, and for many festive home and business owners that means getting out the strings of lights from storage. Unfortunately, the holidays can also be a season of increased utility bills. Focus on Energy, Wisconsin's statewide energy efficiency and renewable energy initiative, wants people to know they can take some easy steps toward taking the financial sting out of decorating and it's as easy as using energy efficient light emitting diode (LED) holiday lights.

Historically, people have been used to accepting the added energy costs involved with using strings of lights to decorate their homes and businesses, because decorating is a holiday tradition. As lighting technology gets better with more energy efficient options available, those same residents and business owners now have a way to trim energy costs while trimming their trees. To reduce utility costs without sacrificing decorating festivities, Focus on Energy suggests replacing standard incandescent strings of mini lights and C-7 lights with LED holiday lights. LED lighting can cut energy costs by as much as 99 percent over their standard lighting counterparts.

To make the switch easy, Focus on Energy is offering a \$2 instant Cash-Back Reward on LED holiday lights purchased at Menard's, Mills Fleet Farm and Reinders, while supplies last.

-more-

### LED Lights

There are a variety of advantages to using LED lighting technology compared to standard incandescent lights. LED lights 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 is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents cut their annual utility bills by more than \$129 million – reducing their energy consumption by more than 931 million kilowatt-hours of electricity and more than 47 million therms of natural gas. For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).