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Use at Will – November 2006

**Madison Area Attractions Make Energy Efficiency
Part of Their Holiday Plans**

The holidays evoke memories of packing the family in the car and cruising through the neighborhood to see the decorations. City to city, town to town, holiday lights are strung from trees, houses and businesses. Madison is no different, or is it?

Light Emitting Diode (LED) holiday lights provide an attractive and energy efficient way to showcase the holiday spirit in homes, businesses and public spaces. In fact, several well-known Madison area attractions have started using LED lights as part of their holiday decoration displays. LEDs are becoming a popular choice for decorating because they use up to 99 percent less energy than standard holiday lights, last up to 200,000 hours, produce almost no heat and are made of a virtually indestructible plastic, making them sturdy enough to withstand harsh Wisconsin winters.

University Avenue Light Display

Since 1994, Madison resident Dr. Jack Kammer has been decorating the 228 arborvitae trees he planted along University Avenue with strings of holiday lights. Residents throughout the area are familiar with this display, which features more than 145,000 lights. Few though are aware of the annual \$6,000 in maintenance and electricity costs associated with the display.

To reduce electrical costs and rid himself of the time consuming task of replacing burnt out bulbs each year, Dr. Kammer began replacing his incandescent light strings with energy efficient LED lights in 2004. The switch to LEDs has resulted in significant reductions in Dr. Kammer's electrical bills. In fact, Focus on Energy estimates Dr. Kammer's complete conversion to LED

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lights will result in a savings of more than \$2,500 a year in energy costs during the operation of the lights. In addition to enjoying lower utility bills, Dr. Kammer has also been pleasantly surprised by the beauty of the LED lights.

Since his initial purchase, Dr. Kammer has taken advantage of an instant Cash-Back Reward on LED lights offered by Focus on Energy and a special discounted rate on LEDs from Reinders to purchase additional strands. He also relies on donations from the public to help offset the cost of his investment and annual maintenance. 2006 will be the first year the display will be completely comprised of LED lights.

Dr. Kammer's holiday light display will once again brighten University Avenue from Thanksgiving to February 1. The official lighting ceremony will take place on Wednesday, November 22 at 4:30 p.m.

Downtown Madison Snowflake Lights

The snowflake lights known for illuminating State Street and the Capitol Square during the winter months may not look much different this year, but they're actually different enough to impact the environment. This year, Madison's Central Business Improvement District (BID), in partnership with the City of Madison Parks Division replaced 19,000 bulbs in more than 250 snowflake fixtures with energy efficient LEDs. Preliminary tests run by Madison Gas & Electric indicate each fixture equipped with LEDs will operate on 92 percent less energy than when the fixtures were outfitted with standard C-7 lights. According to Focus on Energy, the energy saved by using LEDs to light the snowflakes is enough to heat 19 Wisconsin homes for a year and prevent 234 tons of the greenhouse gas carbon dioxide from being released into the atmosphere. The reduction in energy consumption will also result in reduced utility costs. The entire lighting program is funded by downtown property and business owners.

The Brittingham Boathouse

The renovations at the Brittingham Boathouse will be "highlighted" this year with the help of LED holiday lights. National Electrical Contractors Association (NECA) and International Brotherhood of Electrical Workers (IBEW) will be lighting up the newly renovated Brittingham Boathouse with energy efficient LED lights donated by Reinders. NECA and IBEW are also responsible for providing the community with the Holiday Fantasy in Lights at Olin-Turville Park each year.

To find out how LED holiday lighting can reduce energy consumption and save money on utility bills for your home or business, visit focusonenergy.com.

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.

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