



NEWS RELEASE -- for immediate release

Holland BPW to give away 500 CFLs at National Night Out event

Holland, MI. July 29, 2010 – How many light bulbs does it take to change a community? The HBPW is working hard to make that change. On Monday, August 2, HBPW staff will be giving away 500 free compact fluorescent light (CFL) bulbs.

Beginning at 5:00 p.m., the CFL Giveaway is a part of the National Night Out event, hosted by the City of Holland at Kollen Park. HBPW residential customers who attend the event will learn energy saving tips and receive a free 20-watt CFL bulb, which is the equivalent to a 70-watt incandescent bulb.

National Night Out is designed to generate participation in local anticrime programs as well as to heighten crime prevention awareness. The Holland Board of Public Works giveaway is planned to help community members experience the benefits of using CFL bulbs as part of their outdoor/security lighting.

Placing a CFL in an outside porch light is cost effective. CFL bulbs use 75 percent less energy than an equivalent incandescent bulb. Switching to CFLs also helps the environment.

According to HBPW's Conservation Programs Manager Bob Mihos, "People have generally been hesitant to spend money on a product they are unsure of, especially when it costs more. When given the chance to try these bulbs for free, we hope that many people will see the benefits of switching from incandescent bulbs to CFL bulbs."

"There is a lot of information about compact fluorescent light bulbs," Mihos added. He encourages HBPW customers to be one of the 500 adults (must be 18 years or older) to stop by the Holland BPW exhibit booth and get a free CFL (supplies are limited). The booth (located at Table 11) will also feature supplemental "green" information. Additional CFL bulbs will be distributed later this year.

For more information about Holland BPW, please call 616/355.1500 or visit our website at www.hollandbpw.com.

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