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FOR IMMEDIATE RELEASE

HBPW Electric Customers Get Opportunity to be Thrifty during FREE Bulb Giveaway.

Holland, Michigan, March 10, 2011 – Holland Board of Public Works (HBPW) Energy Smart program is giving away 15,000 CFLs to residential electric customers in an effort to help them save money on their electric bill. And, replacing 15,000 incandescents with CFLs could have significant energy saving results.

During 2010, Holland BPW gave away 16,168 CFLs of which once they replaced incandescent bulbs, resulted in a savings of 713,000+ kWh. (The equivalent of the total electricity usage for seventy homes over a period of one year.)

This year's CFL giveaway program begins on March 11, 2011, when a coupon for up to four free compact fluorescent lamps (CFLs) will be mailed directly to Holland BPW residential electric customers. Customers will be able to choose from one of the following two options:

Package #1: Two (2) two-packs of standard 13W, 20 W or 23W CFLs, totaling four bulbs.

Package #2: One (1) three-way (13W-20W-25W) CFL and one (1) two-pack of standard 13W, 20W or 23W CFLs, totaling three bulbs.

The coupon can be redeemed at one of the following three Holland hardware store locations from March 11, 2011 through April 30, 2011, or while supplies last:

Van Wieren Hardware, 645 Douglas Avenue
Holland Ace Hardware, 835 Lincoln Avenue
Graafschap Do It Best Hardware, 4578 60th Street

One of the simplest ways homeowners can reduce their electric energy usage is to replace traditional incandescent light bulbs with energy-efficient CFLs, which use about 75% less electricity and last 10 times longer than incandescent light bulbs.

CFL technology has experienced much advancement in recent years. CFL bulbs are now available in many styles, brightness levels, and colors and are well suited for many applications presently using incandescent bulbs.

Holland BPW electric customers have additional ways to save; they can visit the HBPW website at www.hollandbpw.com or call **877-NRG-SAV1** (877- 674-7281) or visit **mienergysmart.com** then select “Holland” from the drop-down menu. There they can find several other energy-saving programs offered by Holland BPW, including free appliance recycling and HVAC rebates.

The HBPW Energy Smart program provides rebates and incentives designed to encourage the implementation of energy efficient projects and the adoption of efficient behaviors. Established in 1893, the Holland Board of Public Works is a community-owned enterprise providing utility services to the Holland area. We are committed to improving the economic and environmental quality of the community in partnership with our customers, providing reliable services at the lowest rates achievable through innovation, efficiency, and professional operations. The HBPW provides electric generation and distribution, water and wastewater treatment to the City of Holland and selected areas.

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