



## NEWS RELEASE

Release Date: FOR IMMEDIATE RELEASE

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### **Holland Board of Public Works Increases Number of CFLs in Popular Giveaway Program.**

**Holland, Michigan, October 6, 2010** – Due to overwhelming response from Holland residents, the Holland Board of Public Works (HBPW) is now adding 3,000 more compact fluorescent lamps (CFLs) to its giveaway program.

The Holland BPW's Energy Smart Program committed to giving away 13,000 CFLs to residential electric customers in an effort to raise the level of awareness regarding the cost-saving benefits of using CFLs. In September, the Holland BPW mailed a coupon redeemable for up to four CFLs to their residential electric customers. The giveaway program coupons are good through October 31, 2010 or while supplies lasted.

"In just the first three weeks, the program has seen enormous success with nearly 12,000 CFLs already redeemed," announced Holland BPW's Conservation Programs Manager Robert Mihos. "With the program demonstrating a good deal of interest in CFLs, the HBPW has increased the distribution from 13,000 to 16,000 free CFLs.

CFL technology has gone through many advancements in recent years. They are now offered in many styles, brightness levels and have many of the same applications currently used with incandescent bulbs. "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," reported Mihos. "We're increasing the number of giveaways so that more of our residential customers will have the opportunity to learn about this cost-effective way to reduce their energy bills."

Holland BPW electric customers who have not yet taken advantage of this giveaway are encouraged to bring their coupons to one of the following three local hardware store locations before supplies run out:

- **Van Wieren Hardware**, 645 Douglas Avenue
- **Holland ACE Hardware**, 835 Lincoln Avenue
- **Graafschap Do It Best Hardware**, 4578 60<sup>th</sup> Street

Holland BPW residential electric customers are encouraged to act quickly to redeem their coupon. Customers may choose from the following three (3) CFL packages. Supplies of the three-way CFLs and spot lamps are very limited.

**Package #1:**

Four (4) Standard 13W, 20 W or 23W CFLs

**Package #2:**

One (1) Three-Way (13W-20W-25W) CFL and One (1) Standard 13W, 20W or 23W CFL

**Package #3:**

One (1) 65W or 90W Spot-Lamp CFL

Started in 2009, the Energy Smart Program provides incentives designed to encourage the implementation of energy efficient projects and the adoption of efficient behaviors. Technical assistance and financial incentives were offered earlier this year to eligible commercial and industrial customers.

Also presently being offered to residential customers is a refrigerator/freezer turn-in and recycling program.

For additional information about the Holland BPW Energy Smart Program or about the Holland BPW, please visit our website at [www.hollandbpw.com](http://www.hollandbpw.com).

The Holland Board of Public Works is a municipally owned utility, providing essential, economical and innovative utility services for the Holland community including energy, water, wastewater and infrastructure for communications. We operate socially and environmentally responsible utility enterprises that are able to expand and sustain a highly functional, reliable and efficient local infrastructure.

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