

HOLLAND BOARD OF PUBLIC WORKS

NEWS RELEASE

For Immediate Release

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Holland Board of Public Works CFL Giveaway Program a Success

Holland, Michigan, October 20, 2010 – The Holland Board of Public Works (HBPW) has announced that their 2010 Compact Fluorescent Light bulb (CFL) giveaway program has surpassed this year’s goal and has now ended.

At the beginning of the year, 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 mid-September, the HBPW mailed a coupon good for up to four CFLs to residential electric customers, redeemable at three local hardware stores.

In the first three weeks, the program saw enormous success with nearly 12,000 CFLs being redeemed. The response resulted in HBPW’s Conservation Programs Manager Robert Mihos increasing the distribution from 13,000 to 16,000 free CFLs on October 6th. “The remaining CFLs have since been redeemed, and this year’s free CFL program is now officially closed,” Mihos said. “A free CFL program will be offered next year, although details have not been finalized.”

Holland BPW is still offering incentives through a refrigerator/freezer turn-in and recycling program to residential customers. For additional information about the Holland BPW Energy Smart Program or about the Holland BPW, visit our website at www.hollandbpw.com.

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 HBPW commercial and industrial customers.

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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