



CHANGE THE WORLD, START WITH ENERGY STAR

ENERGY STAR Pledge Driver Activities

EPA is proud to acknowledge the work of its pledge drivers in promoting energy efficiency in communities across the country. The following are some examples of the outreach being planned in Fall 2008 by ENERGY STAR Pledge Drivers. Please contact these organizations directly with media inquiries.

Baltimore Gas and Electric

Baltimore Gas and Electric (BGE) plans to give away and promote ENERGY STAR qualified CFLs and other ENERGY STAR qualified products through Change a Light, Change the World promotions. BGE is planning events throughout Central Maryland to educate the public about ENERGY STAR qualified products, including CFL giveaways during the Change the World campaign. Please visit www.BGESmartEnergy.com for more details.

Contact:

Chris Walls
Baltimore Gas and Electric
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Commonwealth Edison

For Change a Light Day, Commonwealth Edison (ComEd) is inviting its customers to take the Change the World, Start with ENERGY STAR Pledge at Pioneer Court on North Michigan Avenue in Chicago. ComEd is also hosting a news conference in Rockford, Ill., at Bob's Ace Hardware with local dignitaries and giving away CFL bulbs. Customers who take the pledge at either event will have the opportunity to learn energy efficiency tips from ComEd's Energy Doctor. Customers at Pioneer Court will have the chance to win various prizes by spinning the prize wheel and to meet the new CFL-shaped Louie the Lightning Bug, who will be unveiled and re-introduced to the public. In addition, ComEd is creating an employee engagement campaign as a friendly competition among departments to see who can sign the most pledges to win a team prize in November. All of these activities are being supported by communications such as press releases, a media alert, internal newsletter articles, etc.

Contact:

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ComEd
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Delta-Montrose Electric Association

Delta-Montrose Electric Association (DMEA) in Montrose, CO, will give its membership 100,000 free CFLs by the end of 2008.

Contact:

Tom Polikalas
Delta-Montrose Electric Association
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East Kentucky Power Cooperative

Ten rural electric cooperatives in Kentucky will be hosting Fluorescent Fridays to support the

October kick-off of the Change the World campaign. Co-op members who pay their bill in person at a participating co-op office any Friday in October will receive a free ENERGY STAR qualified compact fluorescent light (CFL) bulb. Participating cooperatives include Blue Grass Energy, Clark Energy, Cumberland Valley Electric, Fleming-Mason Energy, Grayson RECC, Inter-County Energy, Nolin RECC, Salt River Electric, Shelby Energy, and Taylor County RECC.

Contact:
Meredith Boyd
East Kentucky Power Cooperative
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Johnson & Johnson

Johnson & Johnson is sponsoring an Energy Week Program at their corporate offices and on Wed. October 15, they will have an "Energy Day." This year marks the 25th Anniversary of Energy Week for J & J. They are inviting people and companies from the fields of energy conservation and renewable resources to come and display their ideas and materials. Also, their corporate headquarters in New Brunswick, NJ, just received the ENERGY STAR label for buildings and will be recognizing that as part of their Energy Week Festivities.

Contact:
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Director of Corporate Media Relations
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Mississippi Power

Mississippi Power will distribute up to 13,000 CFL bulbs to customers, employees, and members of the community.

Contact:
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Mississippi Power
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Operation Change Out

A joint effort of the U.S. Department of Energy and the U.S. Department of Defense, ENERGY STAR *OPERATION CHANGE OUT* -THE MILITARY CHALLENGE encourages servicemen and women and their families to save energy, save money, and protect the environment by changing out inefficient incandescent light bulbs in base residential housing and barracks, and replace them with ENERGY STAR qualified bulbs. A press release highlighting the progress of *OPERATION CHANGE OUT* will be available at www.energystar.gov/OCO on October 1, 2008.

Contact:
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U.S. Department of Energy
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Pepco

Pepco has given away CFLs through Change a Light, Change the World promotions, and will hold various events throughout Maryland to educate the public about CFLs and give away bulbs.

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Puget Sound Energy

Puget Sound Energy (PSE) will hold several promotions this month, including LED holiday light string and bulb exchanges. PSE will also hold a Community Lighting Challenge, with volunteers going door-to-door to 600 households with a free ENERGY STAR qualified CFL. The Community Lighting Challenge will also provide information to local grocery stores to purchase more PSE

rebated CFLs. The goal of this month-long challenge is for the community to purchase 600 ENERGY STAR qualified CFLs.

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Laura Wilson
Puget Sound Energy
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Sacramento Municipal Utility District

Recently, Sacramento Municipal Utility District (SMUD) organized and sponsored several neighborhood CFL events in which about 2,000 CFLs were exchanged for incandescent bulbs in each neighborhood. SMUD plans to involve several more neighborhoods this year. The objectives are to educate consumers about CFLs, install a couple of CFLs in each home, and direct customers to the stores where they can buy more. SMUD staff and high school students go door to door, with neighborhood leaders also involved.

Contact:
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Sacramento Municipal Utility District
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State of Michigan

The State of Michigan is planning public activities around Change a Light Day to promote the use of compact fluorescent light bulbs. Reduced-price bulbs will be available at Kroger, Meijer, and Menards stores statewide, and will also be sold in several Lansing-area and Upper Peninsula Ace Hardware stores. The state is planning to issue a proclamation, press release, and hold a press conference featuring a Public Service Commission commissioner and Lansing's mayor, along with the director of Urban Options, the organization sponsoring the event.

Contact:
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State of Mississippi

The State of Mississippi will issue a press release commemorating Change a Light Day, and will hold a Change the World, Start with ENERGY STAR Event encouraging government employees to take the ENERGY STAR pledge. The state also had a proclamation designating October 1, 2008 as Change a Light Day signed by Mississippi Gov. Haley Barbour.

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or
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TCP

TCP, in partnership with CBS Corporation and EcoZone Media, an environmental media company, will serve as a title sponsor of the Green Schools Initiative, a first-of-its-kind program to "green" three schools in the cities of Chicago, Miami, and San Francisco. As part of this initiative, TCP is launching its "One Pack Challenge" CFL fund-raising campaign for schools in these cities to raise funds while helping save energy and reduce carbon emissions. This program kicks off on October 1 in Miami as part of a Change a Light, Change the World event planned around the U.S. Conference of Mayors environment forum, which will be hosted by Miami Mayor Manny Diaz, who is currently serving as the President of the U.S. Conference of Mayors.

Contact:

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TIAA-CREF

Since 2002, TIAA-CREF has partnered with ENERGY STAR to participate in and promote ENERGY STAR initiatives, and has set a goal of reducing energy intensity by ten percent across its real estate portfolio by 2010. In support of the Change the World, Start with ENERGY STAR campaign, TIAA-CREF is providing free CFLs to each tenant in its office buildings, each resident in its apartment buildings, and each of its employees. The goal is for recipients to replace at least one incandescent light bulb at home with a CFL that's earned the ENERGY STAR, and to learn about other energy-saving steps they can take at home. Reaching this goal will save more than 93,500 metric tons of greenhouse gas emissions, 120 million kWh of electricity, and \$12 million in energy costs.

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Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and U.S. Department of Energy.

www.energystar.gov

