

FOR IMMEDIATE RELEASE:

City of Norwich lights up with energy-efficient LED holiday light strings

NYSERDA and MEGA help New York cities and towns display energy efficient holiday lights

Norwich, NY – December 17 2008: With help from the New York State Energy Research and Development Authority (NYSERDA), Norwich is making the holiday season a little greener by investing in energy efficient Light Emitting Diode (LED) decorative lights. Norwich will operate the lights for 24 hours/day for 28 days, with a saving of 1068 watts and about \$110 during the holiday season.

“Using energy efficient LED decorative light strings will help Norwich save energy and reduce costs for years to come,” said Bob Callender, Vice President for Programs at NYSERDA. “These long-lasting lights are a smart way for all New Yorkers to celebrate the holidays efficiently and help the State reach its goal of reducing electricity consumption 15 percent by 2015.”

MEGA, an energy purchasing cooperative, comprised of eight upstate New York counties and over 100 municipalities and school districts, aggregates individual municipal energy customers into a larger group and uses this buying power to obtain lower energy prices, for both electricity and natural gas. MEGA has provided grants to the member communities toward the purchase of energy-efficient LED holiday lights.

For a list of statewide retailers that sell energy efficient lighting products, visit www.GetEnergySmart.org or call toll-free 1-877- NY-SMART. The New York State Energy Research and Development Authority (NYSERDA) uses innovation and technology to solve some of New York's most difficult energy and environmental problems in ways that improve the State's economy.

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