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WATERTOWN HOLIDAY DISPLAY GOES GREEN

LED-BASED TECHNOLOGY USED IN HOLIDAY SHOW CUTS ENERGY CONSUMPTION BY 80 TO 90 PERCENT

FOR IMMEDIATE RELEASE

Watertown, NY – The City of Watertown is celebrating the completion of a three year, \$7 million upgrade to the Public Square area in their Downtown. The City wanted to do something different for their holiday display to celebrate this, so they contacted Holiday Technologies. Working together they developed a display that is sure to turn heads and have toes tapping.

This year LED Christmas lights will be used in Public Square and synchronized to Christmas music. A large, natural evergreen tree will be decorated with LED Christmas lights as well as 22 smaller Christmas trees. All of these will be animated and synchronized to music.

A lighting ceremony and ribbon cutting ceremony will occur on December 4, 2008, from 4:30 pm to 6:00 pm. The show, which consists of more than 50,000 lights dancing to four different holiday songs, will run daily with hourly performances between 6 and 9 pm. The show will end on January 2, 2009.

Switching to LED Christmas lights will not only save energy but the light strings are also extremely durable because the lamps are made of plastic, not glass. LED Christmas lights have the look and appeal of traditional incandescent Christmas lights but without the hot bulbs and associated fire hazard. LED Christmas lights are always cool to the touch

A string of 70-bulb LED Christmas lights, the same used in the Watertown display, uses only 3.5 watts. That's a savings of 346.5 watts compared to a similar string of C7 incandescent Christmas light bulbs.

The energy savings adds up: One 70-count LED Christmas light string only costs \$0.61 in electricity a year based on the lights being on for 6 hours a night at a \$0.08 KWh rate. In comparison, a string of 70 incandescent C7 Christmas lights costs \$61.32 a year to operate. Utilizing a 70-count LED Christmas light string saves \$60.71 a year in electricity charges over

incandescent lights. Multiply that by the 818 strings of 70-count LED Christmas strings being used in the Watertown display and one quickly recognizes the savings that result.

The New York State Energy Research and Development Authority (NYSERDA) has been promoting LED holiday lighting for the past three years through its **New York Energy SmartSM** Programs.

“I commend the City of Watertown for using light emitting diode (LED) holiday lights,” said Bob Callender, NYSERDA’s Vice President for Programs. “The City of Watertown’s decision to use LED holiday lights has set an example for its residents to follow. LED lights use less energy, emit less heat than standard holiday lights, and more important, will save money for New Yorkers when they pay their energy bills.”

Additionally, LED lamps can operate for more than 100,000 hours (10 years). With this energy-efficient lighting one can use LED Christmas lights year round as a reliable low-cost light source for window displays, decor ambiance mood lighting, restaurant and club accent lighting, theaters, theme parks, casinos and for night parties, lights around gardens, pools, decks, trees or patios.

Solid-state design renders LEDs impervious to electrical and mechanical shock, vibration, frequent switching, and environmental fluctuation. Substantial cost savings can be realized when combining the energy savings with their maintenance-free operation.

About NYSERDA

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.

About Holiday Technologies

Holiday Technologies is a leading online retailer of premium holiday décor, Christmas lights, decorations, and Christmas ornaments. Their products have been featured by Smart Money magazine, Wall Street Journal, New York Times, and HGTV to name a few.

Further information about the Watertown, NY holiday installation can be obtained by contacting the City at 315-785-7730 or Holiday Technologies at 913.626.6226, via e-mail at choffman@watertown-ny.gov or sales@holidaytechnologies.com, or on the World Wide Web at www.holidaytechnologies.com.

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