



New Jersey Board of Public Utilities

FOR IMMEDIATE RELEASE

For Immediate Release:
November 6, 2008

Contact:
Doyal Siddell
973-468-8515

NJ BOARD OF PUBLIC UTILITIES LAUNCHES GRASSROOTS PROGRAM TO INCREASE USE OF ENERGY EFFICIENT LIGHTING

(NEWARK, NEW JERSEY) – The New Jersey Board of Public Utilities (BPU) and *New Jersey's Clean Energy Program*[™] today announced the launch of a new program that will give community groups across the Garden State the necessary resources to distribute ENERGY STAR[®] qualified compact fluorescent light bulbs (CFLs) and educate New Jersey residents about how to save energy, money and help protect the environment with energy efficient lighting.

The *Green New Jersey Resource Team*, including EFI, GreenFaith/Globe Electric, Green Market Fundraising, HelpLightNJ, One Change/Porch Light, and TechniArt, was selected by NJCEP to distribute more than 500,000 ENERGY STAR qualified CFLs and fixtures to New Jerseyans throughout the state.

“The *Green New Jersey Resource Team* was created to work directly with New Jersey’s communities to save energy to improve our environment and save money,” said BPU President Jeanne M. Fox. “Taking active steps to change the way we use energy at home is one way we all can take part in Governor Corzine’s plan to reduce energy use 20 percent by 2020.”

CFLs use about 75 percent less energy than an incandescent bulb, last up to 10 times longer and can help residents save \$30 or more in energy costs over the life of the bulb. By upgrading nearly half a million incandescent bulbs to CFLs, New Jersey residents have the potential to collectively save \$5.8 million each year on their electric bills and reduce carbon dioxide emissions by more than 330 million pounds over the life of the bulbs. The carbon reduction is the equivalent to removing 28,846 cars from the road for one year.

Each of the *Green New Jersey Resource Teams* has an individual goal and approach to distributing CFLs:

- **EFI** offers an online store where New Jersey residents may purchase discounted ENERGY STAR qualified lighting, including CFLs, fixtures, ceiling fans and more. EFI plans to offer 26,000 discounted ENERGY STAR lighting products throughout New Jersey. Visit www.njcleanenergy.com/shopnow.

--More--

- **GreenFaith/Globe Electric** are non-denominational groups working together to distribute CFLs at church-based events, targeting non-English speaking residents. Their goal is to distribute 40,000 CFLs and 10,000 ENERGY STAR qualified fixtures. For information or to volunteer, contact www.greenfaith.org.
- **Green Market Fundraising** will distribute CFLs to consumers by holding school fundraisers, as well as accepting donations and community events. Working with Community Partners from *New Jersey's Clean Energy Program*, the organization's goal is to distribute over 32,000 CFLs. For information visit www.greenmarketfundraising.com.
- **HelpLightNJ**, a group of New Jersey high school students who believe in helping others and the environment, will focus on distributing ENERGY STAR qualified CFLs to senior centers, needy families at food pantries and social service organizations. Their goal is to distribute 60,000 CFLs. For more information, contact www.helplightnj.com.
- **One Change/Porch Light** is mobilizing community volunteers across the state to distribute CFLs door-to-door and donate bulbs at *New Jersey Community Partner* events. Volunteers will carry program messages and stimulate direct community engagement to participate in the lighting change out and other clean energy programs. Their goal is to distribute 225,000 CFLs. For more information, visit www.projectporchlight.org.
- **TechniArt** is a traveling store that will offer discounted CFLs at corporate events. Their goal is to sell over 122,000 CFLs and lighting fixtures. For information contact www.techniart.com.

For more information about efficient lighting as well as other incentives and programs offered through *New Jersey's Clean Energy Program*, visit www.njcleanenergy.com or call 1-866-NJSMART (1-866-657-6278).

###

About the New Jersey Board of Public Utilities (NJBPU)

The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at www.nj.gov/bpu.

About the New Jersey Clean Energy Program (NJCEP)

New Jersey's Clean Energy Program, established on January 22, 2003, in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (NJBPU), and its website is www.njcleanenergy.com.