



NEWS ADVISORY

FOR IMMEDIATE RELEASE

London students encourage Londoners to cut back with compact fluorescent light bulbs

April 20, 2007 London, ON – Today at Stoneybrook Public School, students kicked off an Earth Day Environmental Action Plan that will encourage customers to switch inefficient lighting to energy saving compact fluorescent light bulbs.

The program is funded by London Hydro and will enable students to take orders for environmental action kits until May 31, 2007. The kits contain four premium compact fluorescent light bulbs, conservation tips, and more energy saving tools valued at over \$20. Students will offer the kits to Londoners for \$10, with a portion of the proceeds going directly to the participating school to help fund environmental projects within the school.

“A small change to our energy usage can make a significant difference,” says Nancy Hutton, Director Public Relations at London Hydro. Changing one 60-watt incandescent light bulb to a compact fluorescent light reduces the energy consumption by 50% and over the lifetime of the bulb that equates to a savings of approximately \$50.

“London Hydro is pleased to offer this program to its customers and local students. This program benefits our customers in reduced energy costs, collectively reduces energy consumption in the City of London, and benefits the students through funding assistance for environmental projects.”

“The students of Thames Valley can lead the way for environmental conservation efforts, both in the classroom and at home” says Jeff Major, Learning Coordinator of Environmental Education and Management. “Our students can become ambassadors for the environment by engaging their families and neighbours in undertaking positive environmental actions.”

Londoners interested in purchasing the Environmental Action Kits, should look for students in their neighbourhood selling the kits, or contact their local London school.

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