

FOR IMMEDIATE RELEASE

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LED bulb Promotion in Williamstown to light your home, lighten your wallet

The Williamstown COOL Committee is launching a campaign to promote LED light bulbs. LEDs (light-emitting diode bulbs) are the most efficient bulbs on the market. They use 80-85% less energy than incandescent bulbs and last up to 40 times longer. LED bulbs generate substantially less heat than other bulbs and contain no mercury.

LEDs call for a larger up front investment but because of their longevity they are more cost effective than incandescent or compact fluorescent. The COOL Committee will be selling LED bulbs at upcoming outreach venues for the reduced price of \$5, and will have educational material and sample bulbs available for viewing. Only one bulb per household is available at the promotional price (limited quantities available) but additional bulbs can be purchased locally at Aubuchon Hardware and online at efi.org. You can also get a free LED bulb with a no cost utility sponsored home energy assessment from MassSave. The MassSave program provides resources to help weatherize your home and upgrade your appliances.

Look to purchase your discounted bulb at the following locations:

Images Cinema's showing of Winged Migration: Monday evening April 21
Wild Oats Community Market: Tuesday April 22 from 12:30-5 (Earth Day)
Milne Public Library May: Saturday May 3

The Williamstown COOL Committee is a citizen group that promotes sustainable living practices in Williamstown in a way that inspires community engagement, prompts individual action, and promotes exchange of ideas and practices in order to reduce greenhouse gas emissions.

For more information go to www.coolwilliamstown.org. You can schedule a MassSave assessment by calling 866-527-7283