



## NEWS RELEASE

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### **Dairyland Power Distributes Free CFL Bulbs to Cooperative Members** *300,000 CFLs will be donated in 2008 through the "Do the Bright Thing" campaign*

LA CROSSE, WI— Together, Dairyland Power Cooperative and its member cooperatives are encouraging energy users in Dairyland's four-state service territory to "Do the Bright Thing" by providing members with ENERGY STAR compact fluorescent light (CFL) bulbs. In 2008 alone, 300,000 ENERGY STAR CFL bulbs will be distributed to cooperative members, with more planned in 2009.

"Anyone interested in helping protect the environment can make a truly significant difference by choosing to conserve energy in their homes and offices. One of the best—and easiest—ways to accomplish this is by switching out standard light bulbs with energy efficient CFL bulbs," said Ed West, who leads Dairyland's energy efficiency initiatives.

ENERGY STAR qualified CFLs use about 75 percent less energy than standard incandescent bulbs and last up to 10 times longer. By installing CFLs in fixtures that are used the most in your home (such as your kitchen, living room or dining room), you can save approximately \$30 or more over the lifetime of each bulb.

Dairyland and its member cooperatives are hoping the gift of 300,000 CFLs will encourage people to make energy efficiency a priority and change out more of their bulbs. As an example of this program's potential impact, 300,000 19-watt CFL bulbs burned for three hours a day over the lifetime of the bulbs would save enough energy to:

- Power more than 1,200 homes for a year
- Save more than \$20 million in energy costs
- Reduce the demand for electricity in Dairyland's cooperative system by almost 8 megawatts
- Prevent greenhouses gases equivalent to the emissions of over 21,800 cars in one year OR planting 31,000 acres of forest.

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 25 member distribution cooperatives and 19 municipal utilities. A Touchstone Energy Cooperative, Dairyland's service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa and Illinois). Dairyland's generation resources include coal, natural gas, hydro, wind, landfill gas and animal waste. For more information, please visit [www.dairynet.com](http://www.dairynet.com).

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