



Contact:

Eric Olson  
218-723-3947  
eolson@allete.com

# NEWS

## **Minnesota Power and the Public Utility of Biwabik Sponsor Energy Efficient Light Bulb Event**

10-08-04

DULUTH, Minn.—Minnesota Power and the Public Utility of Biwabik will offer their customers in the Aurora, Hoyt Lakes and Biwabik area the opportunity to save energy and money through a unique national program called “Change A Light.” At the one-day event, customers of Minnesota Power and the Public Utility of Biwabik can purchase energy-saving ENERGY STAR® compact fluorescent lights (CFLs) at a greatly reduced cost. Regularly priced between \$5 and \$7 per bulb, the ENERGY STAR CFLs will be on sale for as low as \$1 after Minnesota Power’s and the Public Utility of Biwabik’s instant cash rebate. Event sponsors include the cities of Aurora, Hoyt Lakes and Biwabik, Bradach Lumber and Minnesota Power.

Light bulbs will be available on Friday, October 15 at the Aurora Community Center beginning at 9 a.m. Officials from Aurora, Biwabik and Hoyt Lakes will be honored by Minnesota Power for their energy conservation efforts during a 9:30 a.m. ceremony.

“Energy conservation and efficiency are important for all of us in this country,” said Dave Worshek, Aurora mayor. “Using efficient light bulbs is an easy way to do our part.”

Biwabik Mayor Michele Woods agreed. “This community-wide light bulb event is an excellent way to show our communities’ involvement in energy conservation,” she said.

“We hope that as many residents as possible will be able to take advantage of this wonderful money-saving opportunity,” said Hoyt Lakes Mayor Marlene Pospeck.

Compared with standard incandescent bulbs, CFLs use 75 percent less energy, last 10 times longer, save up to \$25 in energy costs over the lifetime of the bulb, and help the environment by using less electricity. Looking at the big picture, if every household in the United States changed the lighting in one room to ENERGY STAR CFLs, the annual savings could light more than 34 million U.S. homes for one year.

“We know that our customers are as interested about saving energy as we are,” said Al Hodnik, Minnesota Power general manager of thermal operations. “And the Minnesota Power rebate makes saving energy extremely affordable.”

This event is co-sponsored by Minnesota Power and the Public Utility of Biwabik and is part of the Minnesota Conservation Improvement Program (CIP). CIP is a customer-funded initiative managed by the state of Minnesota. The ENERGY STAR label, the nation’s symbol for energy efficiency, enables consumers to easily identify energy-efficient appliances, electronics, office equipment, lighting, heating and cooling equipment, buildings and new homes. For more information about ENERGY STAR, call 1-800-677-8423 or visit our Web site at [www.mnpower.com/energystar](http://www.mnpower.com/energystar).



recycled paper

Minnesota Power • 30 West Superior Street, Duluth, Minnesota 55802  
[www.mnpower.com](http://www.mnpower.com)