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NEWS

City of Long Prairie, Minnesota Power, and Long Prairie Ace Hardware Sponsor "A Savings with a Twist" Light Bulb Sale

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DULUTH, Minn.—Minnesota Power and Long Prairie ACE Hardware will offer their customers in the Long Prairie, Browerville, Clarissa, Eagle Bend, Grey Eagle and Swanville areas the opportunity to save energy and money through a unique national program called "Change A Light – Change the World." At the one-day event, Minnesota Power customers 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 99¢ after Minnesota Power's instant cash rebate. Event sponsors include the City of Long Prairie, Long Prairie ACE Hardware and Minnesota Power.

Light bulbs at the reduced price will be available on Thursday, November 18 at Long Prairie ACE Hardware, 820 Commerce St., from 9 a.m. to 5 p.m. Officials from Long Prairie will be honored by Minnesota Power for their energy conservation efforts during a 10 a.m. ceremony at ACE Hardware.

"This community-wide light bulb event is a good way to convey our communities' involvement in energy conservation," said Don Rasmussen, Long Prairie mayor.

"We hope that as many residents as possible will be able to take advantage of this excellent, money-saving opportunity," said Jeff Dinkel, manager of Long Prairie ACE Hardware.

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 Mary Bindewald, Minnesota Power regional account manager. "Minnesota Power's rebate makes saving energy extremely affordable."

This event 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.



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