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NEWS

Energy Efficient Light Bulb Sale Set for December 9 in Little Falls

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DULUTH, Minn.—Minnesota Power and the public utilities of Randall and Pierz are offering their customers in Little Falls, Rice, Royaltown, Swanville, Randall, Pierz and surrounding areas the opportunity to save energy and money through a unique national program called “Change a Light, Change the World.” At this one-day “Savings with a Twist” event, ENERGY STAR® compact fluorescent lights (CFLs) can be purchased at a greatly reduced cost. Regularly priced between \$5 and \$7 per bulb, the ENERGY STAR CFLs will be on sale for 99¢ after a utility instant cash rebate. Event sponsors include the City of Little Falls, Fleet Supply-True Value, Hardware Hank and Minnesota Power.

Light bulbs will be available on Thursday, December 9 at the Little Falls Fleet Supply-True Value and the Little Falls Hardware Hank stores. The event is from 9 a.m. to 5 p.m. at each store. Officials from Little Falls will be honored by Minnesota Power for their energy conservation efforts at the Little Falls City Council meeting on Monday, December 20 at 7:30 p.m.

“I invite the citizens of Little Falls, Randall and Pierz to support our communities and save energy by participating in the light bulb event being held at the Little Falls Hardware Hank and at Fleet Supply-True Value Hardware,” said Brian Mackinac, Little Falls mayor.

“I believe the new bulb promotion from Minnesota Power will greatly benefit the community. Not only will it save energy for the customer, it will also save money at the time of purchase. I wholeheartedly support this bulb promotion,” said Michael Root, manager of the Little Falls Fleet Supply-True Value.

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. 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.

Paul Wippler, co-owner of Little Falls Hardware Hank, said, “This is an excellent money saving opportunity. We anticipate a lot of CFLs sold in this area. Come and join us for coffee and rolls on the 9th.”

This “Savings with a Twist” event is part of the Minnesota Conservation Improvement Program, 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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