



Contact:

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

NEWS

Cloquet Students Help Conserve Energy

4-19-05

DULUTH, Minn.—Fifth-grade students from Washington Elementary School in Cloquet are celebrating Earth Day for an entire week. Students have distributed discount coupons for compact fluorescent light bulbs (CFL's) over the last few weeks. They will be redeemable at L&M Supply in Cloquet during the week of April 17. The students and their teachers are participating in this activity to help spread the word about the benefits of saving energy in conjunction with helping raise awareness of Earth Day on April 22. They're also raising funds from Minnesota Power for a class trip.

"Getting young people excited about energy conservation is very important," said Craig Kedrowski, regional account manager at Minnesota Power. "And this project helps the students communicate their enthusiasm about conservation to others."

Minnesota Power retail customers can pick up additional discount coupons throughout the week at L&M Supply in Cloquet. They can also redeem the coupons at L&M Supply. Minnesota Power will donate \$1 dollar to Washington Elementary School for each qualifying bulb that is sold, up to \$5,000. Those proceeds will be used to help pay for a class environmental field trip.

"When students share this information with their family members, it's a good learning experience that helps educate both about the importance of using energy wisely," said Washington Principal Randy Thudin. "And we are grateful to Minnesota Power for their financial contribution to our upcoming field trip to the Laurentian Center." The coupons are good for a \$2 instant rebate on a CFL purchase. The bulbs usually sell for \$4 to \$7 dollars each but during the week of the 17th they will sell for 99 cents. CFL's use 75 percent less energy than standard incandescent bulbs, and last up to 10 times longer.

Over the past year, approximately 75,000 CFL bulbs have been sold in the Minnesota Power service territory with the help of local communities, Minnesota Power and the Energy Star program. Energy Star is a nationwide initiative sponsored by the U.S. Environmental Protection Agency.



recycled paper

Minnesota Power • 30 West Superior Street, Duluth, Minnesota 55802
www.mnpower.com