

For Immediate Release

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Prepare Your Home for the Holidays with LED Holiday Lighting and Receive the Gift of Energy Savings

Join the new lighting standard and save with ENERGY STAR® LED Holiday Light Bulbs year after year

NEW BRITAIN, Conn. (Dec. 15, 2015) – We are in the midst of the holiday season and that means homes throughout Connecticut will be decorated with holiday lights and cheer. The additional holiday lights can increase electric bills, but homeowners can save by switching to energy-efficient ENERGY STAR LED holiday lights.

LEDs are the latest in energy-efficient lighting technology and are changing the future of holiday lighting in the United States. **Some**

important facts to understand about LEDs include:

- **Safer:** LEDs produce less heat and are cooler to the touch than incandescent lights, reducing the risk of hazards or burn injury.
- **Sturdier:** ENERGY STAR LED holiday lights are made with epoxy lenses, not glass, and are much more resistant to breakage.
- **Longer lasting:** The same LED strands could still be in use 40 holiday seasons from now.
- **Easier to install:** Up to 40 strands of LEDs can be connected end-to-end without overloading electrical sockets.
- **Bonus features:** Some models deliver features such as dimming or color shifting and are available in cool and warm colors.



Maritza Estremera, retail products program manager, The United Illuminating Company shows how the LED vs. traditional incandescent light bulbs change the meter

“When purchasing holiday lighting it is important to look for LED lights with the ENERGY STAR label” said Maritza Estremera, retail products program manager, The United Illuminating Company. “Not only do LED light strands use up to 75 percent less electricity, they are safer, sturdier, and last 10 times longer than traditional incandescent. Homeowners who make the switch to LED holiday lights will also reduce their bills while having a safer, energy-efficient holiday season,” said Estremera.

It is estimated that the cost to light a six-foot holiday tree for 12 hours a day for 40 days with incandescent C-9 lights is \$10.00. By switching to LED C-9 lights it will only cost homeowners \$0.27. For homeowners who prefer to use incandescent mini-lights it normally costs \$5.36 for 12 hours a day for 40 days, but switching to LED mini-lights it will only cost \$0.94.

Those homeowners who are thinking of creating large lighting displays can benefit from the savings and long lifetime of the LED lighting products. Advanced decorators who are looking for LED options can purchase Connected LED lights which can be controlled from your smartphone.

Make the smart choice and light up your holiday season with energy-efficient LED lights. Homeowners can find LED holiday lighting in most retail or big box stores throughout Connecticut. For more information on energy saving tips, please visit www.EnergizeCT.com.

About Energize Connecticut

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Connecticut Green Bank, the State, and your local electric and gas utilities, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at EnergizeCT.com or by calling 1.877.WISE.USE.

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