



Empowering you to make
smart energy choices

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The United Illuminating Company Promotes LED Light Bulbs through Energize Connecticut Events in 2014

LED lighting sales soared more than 400 percent over 2013

NEW BRITAIN, Conn. (Jan. 15, 2015) Through the Energize Connecticut Great Light Bulb Exchange program that launched last May, The United Illuminating Company (UI) representatives distributed ENERGY STAR® certified LED light bulbs to Connecticut residents in Ansonia, Bridgeport, Derby, East Haven, New Haven and Stratford.

Through retail promotions, customers were incented to install LED light bulbs to replace their incandescent bulbs. Residents also were given energy efficiency tips, information on various energy-saving programs and the opportunity to speak with their local municipal leaders and energy efficiency experts from UI. The events, hosted by [Energize Connecticut](#) in conjunction with UI's [Clean Energy Communities](#) program, encouraged local residents to take control of their energy future by switching to high-efficiency LED lighting.

“Getting the LEDs in the hands of residents is key in helping them experience the performance and true value of the latest lighting technology, and we are really pleased with the participation and results of the 2014 light bulb exchange events,” said Pat McDonnell, senior director of conservation and load management, UIL Holdings Corporation.

“The community outreach events also allow UI to provide residents with education on LED technology and other solutions to reduce their energy bills, and this is the primary objective of the Energize Connecticut initiative,” McDonnell said.

“Within the last year, LED sales experienced more than a 400 percent increase in Connecticut’s residential retail market. UI’s territory alone saw sales of 362,244 ENERGY STAR LEDs in 2014 compared to just 87,604 LEDs in 2013,” said Elizabeth Murphy, program administrator of retail products, UIL Holdings Corporation.

Now is the best time to prepare for the January electric rate increase by making efficiency improvements around the home that can lower energy use. By switching to high-efficiency LED lighting homeowners will see immediate savings. One LED light bulb can last up to 25 times longer and uses about 80 percent

less electricity than an old-fashioned incandescent. In addition, the light quality and dimming capability of an LED bulb is equal to or even may exceed that of an incandescent bulb.

For more information on energy saving tips, please visit www.EnergizeCT.com or connect at [Facebook.com/EnergizeCT](https://www.facebook.com/EnergizeCT).

About Energize Connecticut

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Connecticut's 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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