

MEDIA RELEASE



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FOR IMMEDIATE RELEASE

Lowe's partners with Danville Utilities to promote energy saving CFLs

Effective immediately, residential electric customers of Danville Utilities are eligible to receive discounted pricing on the purchase of select compact fluorescent light bulbs (CFLs) at the Lowe's Home Improvement location in Danville.

Danville Utilities and Lowe's have partnered to bring customers an instant discount of 50 cents per bulb on qualifying CFL packs. Customers will notice signage within the Lowe's lighting section that identifies the CFL products that are eligible. The prices listed in the store include the discounted pricing on each CFL pack.

The reduced price offering on CFLs in Lowe's is the newest promotion from the Danville Utilities Home\$ave energy efficiency program, which also provides cash rebates for a wide range of energy efficient products.

By replacing incandescent, or "regular," light bulbs with ENERGY STAR-qualified CFLs, customers will use 75 percent less energy lighting their homes. CFLs also last at least six times longer, are not as hot and provide the same light quality and brightness as incandescent bulbs.

"Danville Utilities is happy for the opportunity that Lowe's provided, allowing us to bring instant discounts on CFLs to our customers," said Nate Lewis, key accounts manager for Danville Utilities. "With our Home\$ave program, we want to make saving energy as easy as possible for our customers. With Lowe's already-low prices on CFLs, combined with our 50-cent discount for each bulb, we have made switching to energy efficient CFLs a no-brainer."

Lewis said Danville Utilities will continue to look for opportunities to partner with area retailers and make it easier for customers to save energy and money at home. For more information, visit danvillehomesave.com or call 888.599.0450.

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