



GREEN LIGHT NEW ORLEANS

**lowering New Orleans' energy usage
one light bulb at a time**

Green Light New Orleans
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**Green Light New Orleans Announces Major Milestones:
60,000 Free Compact Fluorescent Light Bulbs Installed and
Corporate Donations of over \$150,000**

Thursday April 10th:

**Invitation to the press for the installation of the 60,000 th CFL at the residence of
Irene Green, 8634 Jeannette Street, New Orleans, LA 70118**

TIME: 10AM

New Orleans, La, April 8th, 2008 - Green Light New Orleans announced today that it has installed 60,000 energy saving compact fluorescent light bulbs (CFL) in local homes since October 2006, saving the residents \$2.7 Million of electricity over the lifetime of the bulb and reducing carbon emissions by 26 million pounds.* The nonprofit has secured corporate sponsorships that will guarantee another 40,000 energy saving bulbs for local residents and hopes to secure enough sponsorships to install over 300,000 CFLs in 2008.

Green Light New Orleans is a local environmental nonprofit organization, that works to reduce the burden of high energy bills and reduce climate changing carbon emissions in the city of New Orleans and the surrounding parishes.

Since its beginning in October 2006, Green Light New Orleans has installed 60,000 CFLs, "We would like to thank our volunteers, who visit the homes and install the light bulbs and our sponsors for their support," said Andi Hoffmann, Executive Director of Green Light New Orleans.

"The volunteers are local community members as well as people from all over the country. Volunteer organizations like Hands on New Orleans, Relief Sparks and AmeriCorps have been instrumental in providing volunteers."

Locally, the organization has secured \$150,000 from three significant businesses. Entergy New Orleans donated \$100,000 to the organization while Coca-Cola in partnership with the New Orleans Saints donated \$50,000.

"There is a great need for these kinds of initiatives to help our customers lower their energy burden," said Rod West, president and CEO of Entergy New Orleans, Inc. "We proudly partner with Green Light and join Coca-Cola and the Saints to challenge other members of the business community to support this important cause."

The Entergy New Orleans donation is part of its efforts to help its customers become more energy efficient and allows Green Light New Orleans to purchase 40,000 CFLs and save the community \$2 million through energy reduction.* This donation follows a 2007 donation of 3,500 CFLs by Entergy Corp.



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Coca-Cola and the New Orleans Saints, in a joint donation allowed for the purchase of 20,000 light bulbs equaling \$1 million in savings for the community.*

"We applaud the efforts of Green Light New Orleans by building awareness that a small effort, such as changing a light bulb, on a grand scale can have a tremendous impact on conserving our limited resources. At Coca-Cola, we too are converting all of our facilities to more efficient lighting as well as implementing a variety of water conservation programs and expanding container recycling," said Charlie Mader, New Orleans Sales Center Manager."

On a national front, carbon market specialists, EcoSecurities, located in New York City, will provide funds to Green Light New Orleans through the sale of emission reduction credits. EcoSecurities develops projects in the US and internationally and has advised governments, international organizations and leading businesses on emission reductions and carbon offsetting.

"We applaud Green Light New Orleans in their efforts to mitigate climate change at a grassroots, community level," said James Heath, Head of U.S. Origination for EcoSecurities. "Citizens of New Orleans have experienced firsthand the effects of climate change and it is important to incorporate forward-thinking, energy efficiency measures in the rebuilding efforts."

"In addition to saving money for some of the city's poorest residents, this project spreads awareness of climate change at the household level and reduces greenhouse gas emissions," he continued. "We are excited to be part of this partnership, and hope it will serve as a model for future projects."

Green Light New Orleans is growing fast. "In the first 9 months of the program we installed 3700 CFLs. We now install about 15,000 per month." says Andi Hoffmann, Executive Director of Green Light New Orleans.

"We currently receive about 40 applications per day and have a waiting list of 1800 homes, which equals about 55,000 CFLs. With the help of grants, the business community and the volunteers we should be able to put CFL light bulbs in every home within 4 years".

For a complete list of Green Light New Orleans' sponsors and community donations please view the website: www.greenlightneworleans.org

Friday April 11th:

Donation Drive in the vacant Robert Fresh Market parking lot on South Carrollton Avenue and Canal Street from 8am-6pm.

Green Light New Orleans is partnering with Mix 92.3 FM and will be accepting "drive-by" donations in the vacant Robert Fresh Market parking lot on South Carrollton Avenue and Canal Street from 8am-6pm. If you come early (8am-10am) there will be free



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Starbucks coffee and doughnuts from Oak Street Café. If you come between 12-1pm there will be free pizza from Fresco. From 2-3pm Mix 92.3 FM will be on location raffling off prizes. In addition, by dropping off a donation at any point during the day your name will be entered into a raffle for gift certificates to a variety of local businesses.

Saturday April 12th: Concert to Celebrate

Celebration at Carrollton Station, 8140 Willow Street, New Orleans, LA 70118, 7pm
Green Light New Orleans director, Andi Hoffmann, and his band the B-Goes will perform at Carrollton Station (Willow and Dublin) on Saturday to celebrate the installation of the 60,000th compact fluorescent light bulb! Come at 7pm to meet Green Light volunteers and staff and hear opening performer Jimmy Robinson. There is no cover- donations are suggested.

*These savings are calculated as the total saved over the lifetime of the light bulb which is 10,000 hours.

For more information please contact executive director Andi Hoffmann at 504.324.2429 or andihoffmann@greenlightneworleans.org

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