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**Town of Hurley lights up the holidays with energy efficient  
LED decorative light strings**

*NYSERDA helps cities and towns across New York to use energy efficient  
lights for holiday displays*

**Hurley, NY – November 24, 2008:** With help from the New York State Energy Research and Development Authority (NYSERDA), the Town of Hurley is making the holiday season a little greener by investing in energy efficient Light Emitting Diode (LED) decorative lights to complement its festive decorations.

The Town of Hurley will use 700 C9 LED bulbs on the town tree and 132 C3 LED bulbs on the Lions Club gazebo. These lights were purchased at Lowes by the Town of Hurley Lions Club.

The bulbs the Town of Hurley is using this year are newly rated ENERGY STAR<sup>®</sup> qualified LED decorative light strings. ENERGY STAR qualified LED decorative light strings last up to 10 times longer and use 75 percent less energy than traditional incandescent strands. They produce almost no heat, last for up to 11 seasons, will not overload indoor or outdoor circuits, and come in a variety of shapes, lengths and colors. LED decorative light strings are constructed with solid-state chips that convert electricity into light without using a filament or glass bulb, which makes the lights more durable and shock-resistant than other light strings.

“Using energy efficient LED decorative light strings will help the Town of Hurley save energy and reduce costs for years to come,” said Bob Callender, Vice President for

Programs at the New York State Energy Research and Development Authority (NYSERDA). “These long-lasting lights are a smart way for all New Yorkers to celebrate the holidays efficiently and help the State reach its goal of reducing electricity consumption 15 percent by 2015.”

The energy efficient LED decorative light strings will draw only 20 kilowatt hours during the holiday season. The tree and gazebo is illuminated each year for forty days beginning November 22<sup>nd</sup> and ending December 31<sup>st</sup>, saving the Town of Hurley about \$100 in its energy bill each year they are used.

“By upgrading to energy efficient LED holiday lights, the Town of Hurley wishes to send the message to residents that the town is committed to saving taxpayers money and making a commitment to saving energy and the environment,” said Gary Bellows, Town of Hurley Supervisor. “I thank the Town of Hurley Lions Club and the many volunteers that made this possible.”

New York residents can also save over \$100 this holiday season by decorating their homes with a variety of energy efficient lighting choices that are easy, safe, and last longer than traditional holiday lighting. Other holiday lighting options include:

- **Fiber optic holiday lights** – These cool-to-the-touch lights are a good choice for paths, trees, decks, patios and vaulted ceilings because fiber optic cables make it easier to access and maintain lights in hard-to-reach areas.
- **Rope lights** – These lights last more than 20,000 hours and make a safe choice for decorating trees, doors and windows.
- **ENERGY STAR Candelabra Compact Fluorescent Lamps (CFLs)** – These CFLs use about 75 percent less energy, produce the same lumens and generally last 10 times longer than the average incandescent bulb. They can be used in candlesticks and menorahs instead of an open flame.

For a list of statewide retailers that sell energy efficient lighting products, visit [www.GetEnergySmart.org](http://www.GetEnergySmart.org) or call toll-free 1-877-NY-SMART.

The New York State Energy Research and Development Authority (NYSERDA) uses innovation and technology to solve some of New York's most difficult energy and environmental problems in ways that improve the State's economy.

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