

FOR IMMEDIATE RELEASE

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The Village of Saranac Lake 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

SARANAC LAKE, NY – December 3, 2008: With help from the New York State Energy Research and Development Authority (NYSERDA), the Village of Saranac Lake is making the holiday season a little greener by investing in energy-efficient Light Emitting Diode (LED) decorative lights to complement its holiday decorations.

The Village has installed approximately 5,500 energy-efficient LED decorative lights on its lighted decorations and has replaced 30 strings of lights with LED decorative light strings, purchased from Downtown Decorations based in Syracuse. With decorations lit each year from the beginning of December until the end of Winter Carnival in February, the LED holiday lights will save the Village about \$3,300 each year. Each LED bulb will draw less than 1 watt of power, saving more than 21,000 kWh in less than three months of use.

“The Village will enjoy significant savings from investing in LED holiday lights”, said Village of Saranac Lake Mayor Thomas Michael. “At the same time, we are reducing our impact on the environment. We appreciate NYSERDA’s assistance with this project. I

hope residents and visitors will join us for the tree-lighting ceremony on December 5th to celebrate these savings and welcome in the holiday season.”

The Village will celebrate the beginning of the holiday season with a tree-lighting ceremony on Friday, December 5, 2008 at 5 p.m. at Berkeley Green. The event corresponds with the opening of the Saranac Lake Area Chamber of Commerce’s 21st Annual Sparkle Village Craft Show and Sale.

In addition to commercial grade LEDs for downtown decorations, ENERGY STAR[®] qualified LED decorative light strings are available to consumers who want to decorate their homes and still save energy. ENERGY STAR qualified LED decorative light strings last up to 10 times longer and use up to 90 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 traditional light strings.

“Using energy efficient LED decorative light strings will help the Village of Saranac Lake save energy and reduce costs for years to come,” said Bob Callender, Vice President for Programs for 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.”

New York residents can also save over \$30 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 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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