



MEDIA ALERT

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How many New Yorkers does it take to change the world?

State vows to collect 10,000 pledges to save energy and fight global warming with ENERGY STAR[®] qualified lighting

WHO: The New York State Energy Research and Development Authority (NYSERDA) and the U.S. Environmental Protection Agency (EPA) – including NYSEDA President and CEO Paul D. Tonko and U.S. EPA Administrator Region 2 Administrator Alan J. Steinberg

WHAT: The final stop on the national ENERGY STAR Change a Light Bus Tour announcing NYSEDA's goal of collecting 10,000 pledges from New Yorkers who commit to switching to ENERGY STAR qualified lighting. The EPA launched its 10-city, 20-day tour on October 3 in Los Angeles and has traveled across the country in an energy efficient clean diesel bus to spread the word about energy efficiency.

WHEN: PRESS CONFERENCE – Tuesday October 23, 2007 at 10:30 a.m.
Educational exhibits and pledge drive takes place from 8 a.m. - 1 p.m.

WHERE: Union Square Park, Manhattan – 17th and Broadway at the north end of Union Square Park

WHY: To encourage every New Yorker to save energy and help protect the environment, and congratulate groups that are leading the charge.

HOW: The Change a Light Bus includes a series of visual, interactive, educational displays. New Yorkers can take the pledge by visiting www.GetEnergySmart.org and clicking on the "Take the Pledge Today!" image, or by filling out a pledge card at the event.

WOW! **If each household in NYSEDA's territory took the ENERGY STAR Change a Light Pledge and changed one incandescent light bulb to an ENERGY STAR qualified bulb, New York could prevent more than 562 million pounds of greenhouse gas emissions over the lifetime of the bulb. That's the environmental equivalent of taking 40,000 passenger cars off New York's roads for a full year. New Yorkers could also save more than 365 million kilowatt-hours of electricity and reduce household electrical bills by a combined total of \$56 million per year.**

ABOUT US: NYSEDA 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. Visit www.GetEnergySmart.org for more information.

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