



## New Jersey Board of Public Utilities

### PRESS RELEASE

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### **NEW JERSEY EXCEEDS NATIONAL “CHANGE THE WORLD, START WITH ENERGY STAR®” GOALS**

*New Jersey’s Clean Energy Program™ and 2009 Green New Jersey Resource Team  
announce goals to increase use of energy efficient lighting*

(NEWARK, NJ) – The New Jersey Board of Public Utilities (BPU), through *New Jersey’s Clean Energy Program*, today announced that based on pledges and commitments to date from state residents, businesses and municipalities it has exceeded its goal of preventing more than 40 million pounds of carbon emissions by Earth Day, April 22, 2009. This is a milestone the BPU has set as part of the Environmental Protection Agency’s (EPA) 2008 “Change the World, Start with ENERGY STAR” campaign.

“Change the World, Start with ENERGY STAR” is a national campaign that encourages all Americans to pledge to take small, individual steps that make a big difference in the fight against global climate change. As of March 2009, New Jersey has reduced greenhouse gas emissions by 42,126,526 pounds, based on pledges and commitments from throughout the state. This is the environmental equivalent of emissions from 3,501 cars annually. Additionally, New Jersey’s pledges and commitments reflect savings of more than 25 million kWh of energy and \$3 million in energy costs.

“I am proud of the efforts of all New Jerseyans who participated in the campaign, especially our *Green New Jersey Resource Team* and its work to educate New Jersey residents about the benefits of using energy efficient lighting at home,” said BPU President Jeanne M. Fox. “Taking active steps to change our energy use is one way we all can work to achieve Governor Corzine’s goal to reduce overall energy use 20 percent by 2020.

“Reducing energy reduces air pollution, including emissions of greenhouse gases, which cause global warming. It also saves money by reducing energy bills and the cost of energy infrastructure.”

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The *Green New Jersey Resource Team* is a grassroots program originated, led and sponsored by New Jersey's Clean Energy Program. Through this program, community groups across the Garden State distribute ENERGY STAR qualified compact fluorescent light bulbs (CFLs) and educate residents about how to reduce energy use and protect the environment with energy efficient lighting. As part of the 2008 "Change the World, Start with ENERGY STAR" campaign, the team distributed 500,000 ENERGY STAR qualified compact fluorescent light bulbs (CFLs) to residents statewide.

While celebrating the success of the past year, the team has set an ambitious goal of distributing 1,175,000 ENERGY STAR qualified CFLs and fixtures during 2009, more than doubling the 2008 achievement.

Each member of the *Green New Jersey Resource Team* has an individual goal and approach to distributing CFLs during 2009:

- **Energy Federation, Inc. (EFI)** is an online store where New Jersey residents may purchase discounted ENERGY STAR qualified lighting, including CFLs, fixtures, ceiling fans and more. EFI plans to offer 40,000 discounted ENERGY STAR lighting products throughout New Jersey. Visit [www.njcleanenergy.com/shopnow](http://www.njcleanenergy.com/shopnow) for more information.
- **GreenFaith/Globe Electric** are two, non-denominational groups that are working together to distribute CFLs at church-based events, targeting non-English speaking residents. Their goal is to distribute 40,000 CFLs and 10,000 ENERGY STAR qualified fixtures. For information or to volunteer, contact [www.greenfaith.org](http://www.greenfaith.org).
- **Green Market Fundraising** is an organization that raises money for schools and groups by providing a fundraising program that facilitates the sale of eco-friendly alternatives to day-to-day consumer products. The organization offers a unique fundraising program for New Jersey schools and community groups to fundraise with CFLs. Working with Community Partners from New Jersey's Clean Energy Program, the organization's goal is to distribute 75,000 CFLs. For information visit [www.greenmarketfundraising.com](http://www.greenmarketfundraising.com).
- **HelpLightNJ** is a group of New Jersey high school students who believe in helping others and the environment. Their goal is to distribute 80,000 CFLs to low income families and senior citizens and to help inspire other high school students to make a difference and join their cause. For more information, visit [www.helplightnj.com](http://www.helplightnj.com).
- **Double D/MaxLite** are companies working together to manufacture, market and promote energy efficient lighting products. Their goal is to distribute 50,000 discounted CFLs at malls, shopping centers, home expos and public events throughout the Garden State. For more information, visit [www.maxlite.com](http://www.maxlite.com).

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- **One Change/Porch Light** is an organization that mobilizes community volunteers across the state to distribute CFLs door-to-door, donate bulbs at New Jersey Community Partner events and spread the message of energy efficiency. Volunteers convey program messages through direct community engagement and encourage residents to use energy efficient lighting in their home. The group's goal is to distribute 800,000 CFLs. For more information, visit [www.projectporchlight.org](http://www.projectporchlight.org).
- **TechniArt** is a company that promotes and sells energy efficient lighting via a traveling store that takes products directly to the consumer. Their goal is to sell 90,000 discounted CFLs and lighting fixtures at corporate events throughout New Jersey. For information visit [www.techniart.com](http://www.techniart.com).

If you would like to pledge to take steps to improve your energy efficiency or to learn more about *New Jersey's Clean Energy Program*, visit [www.NJCleanEnergy.com](http://www.NJCleanEnergy.com) or call 1-866-NJSMART (1-866-657-6278).

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**About the New Jersey Board of Public Utilities (NJBPU)**

*The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at [www.nj.gov/bpu](http://www.nj.gov/bpu).*

**About the New Jersey Clean Energy Program (NJCEP)**

*New Jersey's Clean Energy Program, established on January 22, 2003, in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (NJBPU), and its website is [www.njcleanenergy.com](http://www.njcleanenergy.com).*