

Monday, April 20, 2015

To: Deborah Sutton

From: Daniella Abbott

Subject: *Rocky Mountain Power encourages 5,000 money-saving moms to bag incandescent light bulbs*

Deborah,

I enjoyed reading your story about Utah families cutting cable television to save money. I thought your readers would be interested in another way to save—bagging their incandescent light bulbs.

Your readers might be interested in an event called “Bag the Bulb.” This event is designed to help Utah moms and their families save money and become more energy efficient at home. Rocky Mountain Power (RMP) invites its customers and Utah residents along the Wasatch Front to trade in 10 incandescent light bulbs for 10 LED bulbs.

Since lighting makes up 20 percent (about \$166 a month) of the average home’s energy usage, according to RMP, switching to LED bulbs can make a difference in saving money and energy. “Bag the Bulb” will help educate moms who want to take steps toward becoming more energy efficient, but may not know how to, through various activities. Participants will also receive tips from RMP *wattSmart* advisors on how LED bulbs can cut utility costs and help the environment. Participants will also have the opportunity to enter into a contest to win \$45,000 worth of store gift cards and a *wattSmart* home makeover.

The events start the first Saturday of May from 10 a.m. to 5 p.m., and will continue until the last Saturday of the month. Feel free to visit <http://www.rockymountainpower.com/bagthebulb> for more information about the event, including a news release.

You may also contact me directly with any questions or to set up interviews with RMP representatives or myself. Images and b-roll of the events are also available upon request.

I will follow up with you on Friday to gauge your interest. I look forward to talking with you.

Sincerely,

Daniella