

NEWS RELEASE
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5,000 Utah moms beat the utility bill by ditching incandescent light bulbs for LED bulbs
Rocky Mountain Power “Bag the Bulb” event provides LED bulbs for savings-savvy, energy efficient moms

SALT LAKE CITY — Moms all over the Wasatch Front are replacing their old light bulbs with light emitting diode (**LED**) bulbs to save money and the environment at **Rocky Mountain Power’s (RMP)** “Bag the Bulb” event.

With the desire to create a more **energy efficient** home, 5,000 families in Utah collected 10 incandescent light bulbs in their homes and went to participating hardware stores like Home Depot and Lowe’s to trade them in for **LED bulbs** of various styles and sizes. Lighting makes up 20 percent of the average home’s utility bill, about \$166 a month, according to RMP. Moms are fed up with the expense.

“I just thought there had to be way to save money and help the environment,” said Lys Calderon, Utah resident and mother of four. “I heard about the “Bag the Bulb” event, and I felt like it was the perfect opportunity to make a change.”

The “Bag the Bulb” events take place on Saturdays from 10 a.m. to 5 p.m. at local hardware stores in cities along the Wasatch front, including Provo, West Valley and Ogden. The event isn’t exclusive to only RMP customers, everyone in the community is invited. Participants can exchange 10 incandescent light bulbs for 10 LED bulbs of different styles. RMP plans to distribute more than 400,000 **LED bulbs** to event participants. RMP *wattSmart* energy advisors are at the events to educate participants about steps they can take, and products they can buy to **save money** and energy.

All event participants have the chance to enter RMP’s “Be a wattSmart Star” contest. Participants enter to win prizes that will help them become **energy efficient** at home. Earning points through **energy efficiency** activities at the events may result in winning \$45,000 in hardware store gift cards and a home makeover.

“We really want our customers to feel rewarded for doing something for the environment and their homes,” Lisa Romney, manager of customer and community for RMP, said. “**Rocky Mountain Power** customers want to help the environment and save money, but some of them just don’t know how to do it, and we know this event will help them become more educated and involved.”

For more information about the “Bag the Bulb” event, visit **Rocky Mountain Power’s** website:
<http://www.rockymountainpower.com/bagthebulb>

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