



## NEWS RELEASE

**For Immediate Release**

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### **L&P Exceeds 2009 Energy Optimization Goals By Over 70%!**

(Traverse City, Michigan) — [Traverse City Light & Power](http://www.traversecitylightandpower.com) (L&P) has announced it exceeded its 2009 Energy Optimization Goals as established by Public Act 295, enacted in 2008 by the State of Michigan as the Clean, Renewable and Efficient Energy Act and supervised by the Michigan Public Service Commission. Jim Cooper, Key Accounts and Marketing Director of L&P reported the utility *exceeded* the residential energy efficiency goal by over 242,887 kWhrs (kilowatt hours) or 70 percent and *exceeded* the commercial and industrial energy efficiency goal by 493,666 kWhrs or nearly 78 percent. Total energy efficiency savings for 2009 in both residential and commercial programs exceeded 1,721,000 kWhrs.

According to Cooper, the spectacular residential result was accomplished by distributing over 11,000 compact fluorescent light bulbs that are more energy efficient than traditional incandescent bulbs. The CFLs were distributed through various retail stores and events. Cost of the CFL bulbs was covered by a State grant. The utility also exceeded its local residential goal of picking up old, energy-inefficient refrigerators in order to encourage elimination or replacement of those refrigerators with ones that are

energy-efficient.

Most of the commercial and industrial power consumption savings resulted from businesses replacing older lighting systems with more efficient lighting fixtures. Cooper said the replacement of holiday lights in downtown Traverse City to more efficient LED lights was also included in this total.

This year, L&P will again be offering [“Energy Smart” incentives](#) to residents and commercial businesses. Residential incentives will include free CFL bulbs, free pick-up and cash-back bonuses for recycling energy-inefficient refrigerators/freezers and rebates on installed energy-efficient heating and cooling equipment. Details and applications for these programs, as well as those for commercial businesses, are posted on the L&P website.

Traverse City Light & Power ([www.tclp.org](http://www.tclp.org)) is a community-owned, community-focused municipal utility that offers energy at low rates in the region to over 11,000 customers in Traverse City, and parts of Blair, East Bay, Elmwood, Garfield, Peninsula and Paradise townships.

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