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PSE Backed Magician Makes Energy-Hungry Light Bulbs Disappear into Thin Air!

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BELLEVUE, Wash. - (Business Wire) Puget Sound Energy:

Media Visuals:

A PSE backed magician will perform tricks that highlight energy-saving light bulbs at the Downtown Bellevue Transit Center, as Sound Transit passengers board commuter buses.

The magician will then ride the 564/565 bus routes through South King County, continuing the light bulb legerdemain (show of skill) while giving free CFLs to passengers on-board and at stations in Renton, Kent, and Auburn.

PSE Rock the Bulb volunteers will hand out energy conservation information to Sound Transit passengers in support of ENERGY STAR®'s Energy Awareness Month.

Why:

- The CFL bulbs distributed through PSE's Rock the Bulb Tour will save \$2.5 million in combined energy costs each year.
- Lighting accounts for up to 20 percent of the average home's energy consumption and using more efficient products can lower household energy bills.
- ENERGY STAR qualified CFL bulbs use up to 75 percent less energy than incandescent bulbs while providing the same amount of light.
- The CFL bulbs distributed through PSE's Rock the Bulb Tour will prevent the greenhouse gas emissions equivalent to taking almost 2,000 cars off the road.

Background:

- PSE's Rock the Bulb Tour -- Unplugged events are part of an innovative effort this summer and fall to promote home energy efficiency across PSE's electric service area. It includes these components:
 - PSE's Rock the Bulb Tour – Unplugged: Sixteen weekend bulb exchange events held throughout PSE's Western Washington service area. PSE is offering residential electric customers a choice of six different types of CFLs, in a first-of-its-kind event. Remaining events will take place in Auburn, Puyallup, Lacey and Olympia.
 - Project Porchlight Puget Sound: PSE is distributing 275,000 free ENERGY STAR qualified CFL bulbs directly to customers through door-to-door volunteers and community event outreach. For event dates or to sign-up to volunteer, visit porchlight.org.
- Since the Tour kicked off in July 2009, PSE has exchanged nearly 350,000 incandescent bulbs for CFL bulbs, an energy savings of more

