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One Change

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One Change Named ENERGY STAR Advocate of the Year

OTTAWA, ONTARIO--(Marketwire - May 27, 2009) - One of Canada's leading grassroots environmental organizations, One Change, was recognized as 2009 ENERGY STAR Advocate of the Year by Natural Resources Canada (NRCan) at the annual ENERGY STAR Recognition Awards ceremony. The May 25 event took place at Ottawa's historic Fairmont Chateau Laurier hotel, and brought together many of the more than 800 manufacturers, utilities, governments, and non-governmental organizations (NGOs) from across Canada that work to promote energy efficiency and the ENERGY STAR brand.

When Stuart Hickox founded One Change-the non-profit organization behind innovative campaigns like Project Porchlight-he had a vision: to empower people to believe that simple actions matter and to make smart choices that protect the environment. As One Change Executive Director, Stuart knew he had a responsibility of his own to make smart choices. When the time came to choose which compact fluorescent light (CFL) bulbs to distribute for the organization's flagship campaign, Project Porchlight, the choice was clear: ENERGY STAR-qualified CFL bulbs.

ENERGY STAR is the international symbol of premium energy efficiency. In Canada, its use is monitored by NRCan's Office of Energy Efficiency (OEE). Products that display the ENERGY STAR symbol have been tested and found to meet high levels of energy efficiency and quality without compromising performance.

"ENERGY STAR is an important partner for us as we assert the value and importance of simple actions like changing light bulbs and replacing outdated appliances," says Stuart. "By distributing only ENERGY STAR-qualified CFL bulbs for all our Project Porchlight campaigns, we can ensure that we're offering high-quality products containing very little mercury."

Stuart and members of the One Change Board of Directors accepted the award on behalf of the One Change family. "We are proud to be recognized as advocates," says Stuart. "Our goal is to reach and empower not only people who are seeking energy efficient products and services, but those who know they should but don't know where to start."

This year's award marks the second time One Change has been honoured by ENERGY STAR. In 2006, the organization was named ENERGY STAR Recruit of the Year. Since then, Project Porchlight has distributed ENERGY STAR-qualified CFL bulbs across Canada and the United States, helping residents reduce their energy use by 1 billion kilowatt hours, save more than \$86 million, and stop 630,000 tonnes of greenhouse gas emissions from being released into the air.

Talk about a smart choice! One change really can make a difference.

Simple actions matter.

For more information about this story, please visit:

<http://www.projectporchlight.com/press/clipping/natural-resources-canda-energy-star-recognition-awards-advocate-year-one-change>

About One Change

One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment. With headquarters in Ottawa, the award-winning environmental non-profit organization has campaign offices across North America.

One Change delivers innovative community-based social marketing campaigns aimed at encouraging people to adopt environmentally-friendly behaviours, including their flagship energy efficiency campaign, Project Porchlight, which has delivered more than 2 million free energy-efficient compact fluorescent light (CFL) bulbs to residents across North America.

With successful campaigns recently completed in Ontario, Saskatchewan, Alberta, British Columbia, and Vermont, Project Porchlight is shifting its focus to New Jersey-where a 1 million bulb campaign is in full swing-and to Washington State-where a collaborative new campaign is poised to take off this summer.

But One Change is about more than light bulbs. They are excited to launch an innovative new campaign to help drivers improve their fuel efficiency, save money, and reduce air pollution and greenhouse gas emissions. The One Change: Fuel pilot campaign will kick off in Ottawa South this summer, the very same place where Project Porchlight began five years ago-with great success.

For more information, please contact

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