



MEDIA RELEASE—FOR IMMEDIATE RELEASE

**ONE CHANGE AND ED BEGLEY, JR RECOGNIZE
OUTSTANDING PROJECT PORCHLIGHT VOLUNTEERS IN NEW JERSEY**

....Six stellar individuals honoured for their contributions towards energy efficiency and climate change.....

Monday, November 23, 2009 – NEWARK, NJ

Six New Jersey residents were the star attractions at a gala Volunteer Appreciation Reception hosted by One Change and Project Porchlight at The Newark Museum tonight. On hand to congratulate their outstanding contributions towards improving energy efficiency and climate change was Ed Begley, Jr – renowned actor and environmentalist.

“Project Porchlight would not be possible without the direct participation of real people in their own communities,” said Begley. “Each of you has demonstrated tremendous commitment to your communities, your neighbors and friends. By helping your neighbors to believe that **‘simple actions matter’**, you have been a catalyst for real change,” he added.

In addition to volunteers and supporters of Project Porchlight in New Jersey, local and state dignitaries were also on hand to acknowledge the tireless efforts of six special people (see attachment) who received Appreciation Awards from the Founder & President of One Change – Stuart Hickox and Project Porchlight Campaign Manager – Sheila Foreman.

“It’s was a real honor for me to be able to shake the hands of these wonderful volunteers tonight and thank them for their dedication and enthusiasm, Hickox stated. “One Change harnesses the power of person-to-person communication. Most people want to receive information from people they know, like and trust – your friends and neighbors, going door-to-door as volunteers in their own neighborhoods is why this program and approach is such a tremendous success,” Hickox explained.

Project Porchlight in New Jersey is sponsored by the New Jersey Board of Public Utilities (NJBPU) and New Jersey’s Clean Energy Program (NJCEP). Now in its 2nd year, Porchlight has worked with over 2700 volunteers and delivered over 800,000 CFL bulbs in cities and towns throughout the state.

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1





About One Change

One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment.

We are a grass roots, not-for-profit and non-partisan organization that makes global environmental issues—like climate change—relevant and accessible to individuals. And we are a United Nations Environment Programme (UNEP) Partner.

We deliver innovative and award-winning, community-based social marketing campaigns that distribute the tools and information necessary to convert environmental awareness into meaningful action. The tools we promote include: energy-efficient compact fluorescent light (CFL) bulbs, fuel-saving digital tire gauges, and seasonal holiday LED lighting, plus a number of creative new campaigns currently in development.

We do this through door-to-door deliveries, community events, retail partnerships, our educational web sites (www.onechange.org and www.porchlight.com), a number of web 2.0 portals, media outreach activities, hands-on engagement pieces, celebrity endorsements and other creative tactics that reach the public and mobilize people for positive change.

We produce proven positive results, including:

- Helping people from all walks of life adopt behaviours that decrease their consumption of resources (energy, fuel, water), save money and cut greenhouse gas emissions, air pollution and other forms of waste;
- Providing individuals and community groups with opportunities to volunteer in a hands-on and impactful manner;
- Generating green jobs and opportunities for employees to develop new skill sets;
- Stimulating the economies where we operate; and,
- Uniting diverse groups and individuals under a common goal - to protect the environment.

We believe:

- Everyone can be a catalyst for change;
- Change is within reach;
- One change leads to others; and,
- Simple actions matter.

For more information, please visit: www.onechange.org

