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## Shining a light on electricity savings - one bulb at a time

Sunday, August 8, 2010

BY DONNA ROLANDO  
 SUBURBAN TRENDS  
 STAFF WRITER



Volunteers will be out in force this month attempting to illuminate residents on the savings benefits that spring from being Earth-friendly with electricity.

Don't be surprised to find a Project Porchlight volunteer ringing your doorbell this month as the program – in effect since 2008 in New Jersey – converges upon neighborhoods with the free gift of a compact fluorescent light (CFL) bulb.

In July volunteers began targeting towns in northern New Jersey and plan to cover Wanaque, Ringwood, West Milford, Pompton Lakes, Kinnelon and Lincoln Park before they are finished sometime in mid-August.

Although the campaign is already in progress, volunteers are still needed to distribute the bulbs along with a message that simple actions like using energy-efficient bulbs can make a big difference for the environment in New Jersey.

"It's not really a campaign about a product," said Sheila Foreman, manager of the Project Porchlight campaign. "It's about a move to bring together the community to reflect a change.

"Saving our planet is the bottom line and we're really good at getting the message to the individuals," she added.

Jill Zajac, volunteer outreach and coordinator, said one of the key points of the program is the "face to face interactions" with homeowners, who are more inclined to listen when presented with a free bulb.

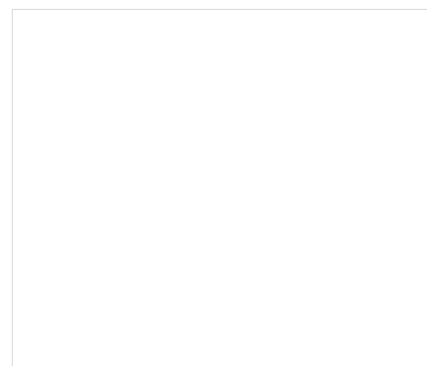
"It's the idea of putting something in their hands that's really going to help them," Zajac said.

Once residents' ears are open, volunteers talk about how going green can save on green (cash) by using 75 percent less electricity. They also mention the impact on the environment.

"For every 17 bulbs, it reduces the emissions of one car," she said.

Since its inception, Project Porchlight in New Jersey has distributed more than 1 million CFL bulbs to New Jersey residents, reached more than 300 communities, registered and trained more than 2,600 volunteers, and saved \$78 million on electricity for the state's citizens.

To volunteer or learn more about the program, contact Zajac at 973-226-5020 or visit [projectporchlight.com](http://projectporchlight.com). Volunteers receive training on how to conduct the door-to-door campaign. The group appreciates even small contributions of time.



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