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# Ed Begley Jr. Kicks Off New Role as Spokesperson for New Jersey-based Project Porchlight

**Non-profit and Hollywood eco-icon starting 15-month relationship**

FOR IMMEDIATE RELEASE

*PR Log (Press Release) – Dec 08, 2009 – Caldwell, N.J. –* One Change, the parent organization of Project Porchlight, a New Jersey campaign that distributes compact fluorescent light (CFL) bulbs, recently kicked off a relationship with its new spokesperson, Hollywood-actor-turned-green-icon, Ed Begley Jr.

Sponsored by the New Jersey Board of Public Utilities (BPU) and New Jersey's Clean Energy Program, Project Porchlight is an award-winning program that engages volunteers in their own communities and encourages them to go door-to-door and share information with neighbors and friends on how to take simple actions that will save money, save energy and protect the environment.

"With Ed Begley Jr. involved, we fully anticipate the goals of One Change and Project Porchlight will be met," says Founder



**One Change – Simple actions matter.**

and President of One Change, Stuart Hickox. "News of Ed's participation has sparked excitement and requests from community leaders to bring events to more organizations, schools and parks. We're very committed and excited to empower the people of New Jersey to take simple actions that will make a big impact," he adds. Hickox started Project Porchlight in Canada just five years ago and campaigns have been active in New Jersey and Washington states this year.

On November 23, Begley recorded a series of television and radio PSAs for the organization that are scheduled to begin appearing around the New Jersey region early next year. Later that evening, the renowned actor and environmentalist joined local and state dignitaries at a gala Volunteer Appreciation Reception at The Newark Museum in Newark, N.J. The event honored six stellar New Jersey volunteers for their outstanding contributions towards improving energy efficiency and raising awareness about climate change, and Begley was present to share his congratulations.

"Project Porchlight is the kind of grass-roots, proactive organization that shows individuals how they can make a difference on the planet and in their pocketbook," said Begley. "I look forward to helping spread the word throughout North America," Begley added.

**About One Change**

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

**We are** a 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. One Change also has 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](http://www.onechange.org) and [www.porchlight.com](http://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 behaviors that decrease their consumption of resources (energy, fuel, water), save money and cut greenhouse gas emissions, air pollution and other forms of

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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,

**For more information, please visit [www.onechange.org](http://www.onechange.org).**

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 Issued By : Gail Logan, Director – Communications  
 Phone : 1-866-585-6359  
 Categories : [Energy](#), [Environment](#), [Non Profit](#)  
 Last Updated : Dec 08, 2009  
 Shortcut : <http://prlog.org/10443620>

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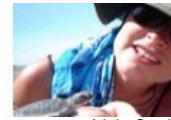
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