



MEDIA ADVISORY

Media are invited to join Project Porchlight, a national energy-conservation campaign, on Friday, November 28 during an energy-efficient bulb blitz in downtown Saskatoon. This fall, Project Porchlight volunteers are delivering 75,000 free compact fluorescent light (CFL) bulbs to residents of Saskatoon, as part of a 200,000-bulb province-wide campaign.

WHAT:

On Friday, November 28, Project Porchlight volunteers will be in Saskatoon's downtown core from 11:30 a.m. to 1:30 p.m. to hand out free energy-saving light bulbs and information to residents of Saskatoon, and to spread the message that simple actions matter when it comes to getting people involved in energy efficiency.

WHO:

Project Porchlight staff and volunteers, Saskatoon residents.

WHEN:

Friday, November 28, 11:30 a.m. to 1:30 p.m.

WHERE:

Main roadway intersections to be targeted include:

2nd Ave & 21st Street

1st Ave & 21st Street

1st Ave & 22nd Street

2nd Ave & 22nd Street

MEDIA OPPORTUNITIES:

Photo ops: Project Porchlight staff recruiting volunteers and handing out free CFL bulbs and energy-saving information to Saskatoon residents.

Regional Manager Angela Kempf will be onsite on 21st Street between 1st and 3rd Avenues for interviews. She can be reached during the event at (306) 716-1358 (cell).

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Project Porchlight Saskatchewan is made possible through the support of SaskPower Eneraction. Visit www.saskpower.com to learn more.

For more information, please contact:

Angela Kempf, Saskatoon Regional Manager
(306) 244-6027 (office), angela@onechange.org

www.projectporchlight.com