



## **MEDIA ADVISORY**

### **PROJECT PORCHLIGHT**

Media are invited to join Project Porchlight, an award-winning energy efficiency campaign, for its Grand Opening on October 21, 2008. This will be an opportunity for Caldwell government representatives, local businesses, community groups and neighbors to learn more about this pragmatic and realistic green campaign. Visitors will receive a free compact fluorescent light (CFL) bulb and will have the chance to get involved in this state-wide campaign.

Project Porchlight New Jersey is made possible thanks to funding from New Jersey's Clean Energy Program (NJCEP) – Board of Public Utilities. Please see [njcleanenergy.com](http://njcleanenergy.com) for more details.

#### **WHAT:**

Project Porchlight is a successful grassroots program that gets people involved in energy efficiency. When it comes to community engagement in energy efficiency, simple actions matter. Staff will introduce Project Porchlight New Jersey and invite attendees to participate in the distribution of free energy-efficient light bulbs to Caldwell Residents.

#### **WHO:**

Mayor Susan H. Gartland, Environmental Commissioners, Town Council Members merchants, community groups and residents.

#### **MEDIA OPPORTUNITIES:**

Photo ops: Porchlight staff, sponsors, dignitaries, and local residents with energy-saving light bulbs and information, human-powered light display.

#### **WHEN:**

Grand Opening - Tuesday, October 21, 3:00 p.m. (rally), Speeches start at 4:30 p.m. Refreshments served.

#### **WHERE:**

Project Porchlight 131 Roseland Avenue, Caldwell, NJ 07006

For more information or to arrange an interview, please contact:

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