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STORY

**BRING ON PROJECT PORCHLIGHT..**

By Sean Ledwich

April 26, 2007

Most Winnipeggers I talk to are concerned about global warming. It is a daunting prospect, and can feel overwhelming. When something feels overwhelming, I find the best course is to act, and one of the easiest and immediate ways we can act to fight global warming is by changing our light bulbs.

According to Natural Resources Canada, if every Canadian home replaced one incandescent light bulb with a compact fluorescent light bulb (CFL) it would equal the removal of 66,000 cars from our roads. This fact was the inspiration for Project Porchlight, a non-profit group from Ontario that mobilizes community volunteers to deliver free CFLs to doorsteps.

This doorstep bulb delivery provides an opportunity for valuable peer-to-peer communication. Many of our current media opinion-peddlers treat global warming with dishonesty and partisanship, so an honest doorstep discussion between people in the community and community volunteers would be invaluable. Mayor Sam Katz thinks Project Porchlight would be a great addition to our city. Referring to their goal of delivering a bulb to every Canadian household, Mayor Katz says the environmental benefits would be "staggering." Indeed it would.

So far, Project Porchlight has distributed more than one million bulbs in the Ottawa area. They have also expanded to Guelph and Thunder Bay, Ont., and the Yukon.

Major sponsorships include Giant Tiger, Hydro Ottawa, and Thunder Bay Hydro.

The group is established and demonstrates an ability to spread, so why not Winnipeg too?

I think there would be hordes of Winnipeg volunteers willing to help save our planet. Many 'Peggars I talk to express a frustration that more isn't being done to fight global warming and they are anxious to do more themselves.

In Ontario, there are two hydro companies sponsoring Project Porchlight. Perhaps Manitoba Hydro could step up to the plate in our province? Manitoba Hydro takes green concerns seriously. The new Hydro building on Portage Avenue will be the one of the most energy efficient buildings in North America.

I also noticed my first Manitoba Hydro hybrid company car today. Hydro has a history of promoting energy use reduction and hosting green projects, so partnering with Project Porchlight seems like a no-brainer.

What about Winnipeggers?

Do you want Project Porchlight to come to our city?

If so, go online to [www.projectporchlight.com/contact](http://www.projectporchlight.com/contact) and let them know. If enough Winnipeggers do, then maybe they will come. That would be a good thing.

Sean Ledwich is a Winnipeg resident interested in environmental issues.

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