



For Immediate Release

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LED Holiday Lights Put a Shine on Savings

Did you ever wonder what it costs to light up your home, business or facility with that colorful cascade of twinkling holiday lights? Are you looking for ways to save money without sacrificing the spirit of the season? One bright and easy idea is to replace traditional holiday lights with high-efficiency LED (Light Emitting Diodes) lights.

“Compared to traditional light strands, LEDs are up to 10 times more efficient, reducing energy consumption by as much as 90 percent,” according to Jim Krueger, President & CEO of Freeborn-Mower Cooperative Services. “As LEDs go into wider use during the holidays, they have the potential to make a significant dent in the electricity consumed for lighting, which helps ease pressure on both the pocketbook and the environment.”

Traditional screw socket bulbs use either 5 or 7 watts per bulb, such that a 25 light string consumes between 125 to 175 watts, of which less than 10 percent is used to create light. The rest is wasted and lost as heat. Conversely, LEDs produce very little heat which contributes to their efficiency and reduces the risk of fire, making them safer to use.

Even though LED light strands may cost a bit more, the energy savings and increased life expectancy can really pay off. Since LEDs last about eight times longer than incandescent bulbs -- burning brightly for up to 50,000 hours -- you'll replace your light strands less frequently. Constructed of weatherproof materials and lacking fragile filaments, they're impervious to moisture and not easily broken or damaged.

In addition to working to get the word out, Freeborn-Mower Cooperative Services is providing its member-owners with more than the promise of energy savings this holiday season but also a cash incentive for the purchase of LED light strands. A \$2.00 rebate per string will be given up to 12 strings per member. Why? Because they believe that working together we really can save money, energy and the environment.

FMCS member-owners can simply return the rebate form found at www.fmcs.coop or as printed in the County Lines newsletter. Return the form to FMCS along with the original sales receipt and proof of purchase for each LED lighting string (box panel). Purchase must be made in this calendar year and prior to November 30, 2009. All rebate requests and receipts must be received by FMCS no later than January 15, 2010.

If you are not a member of FMCS, please contact your electric utility for specifics on their rebate programs.

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