

19 June 2009
FOR IMMEDIATE RELEASE



Contact: Lilah Glick
Phone: (617) 491-0488

Cambridge Energy Alliance Brings Energy Efficiency Door to Door this Summer

This week, the Cambridge Energy Alliance (CEA) launched an ambitious community outreach and education program to help Cambridge residents save money and reduce their carbon footprint. Eight dedicated climate heroes arrived in Cambridge Massachusetts after completing a 90 mile bike ride that began in Deerfield, MA. Cambridge is the riders' the first stop on the Massachusetts Climate Summer tour to raise awareness about climate change by biking from community to community. CEA is partnering with Massachusetts Power Shift on this exciting initiative. According to Lilah Glick, the Community Outreach Manager for CEA, "This grassroots community program is an important tool for educating the public on ways they can take easy steps to become climate leaders and at the same time improve the value and comfort of their homes."

Over the next month, the climate heroes will bike throughout Cambridge, MA, speaking one-on-one with up to 3,000 residents about energy efficiency programs and services. Climate Summer rider Emily Schweitzer from Northampton, MA has joined the program to advocate for climate change solutions. "Climate change is a real and serious problem, it's crucial that we become more environmentally aware to secure our future," said Ms. Schweitzer. The Climate Summer riders will visit Cambridge neighborhoods from the 17th of June to the 7th of July, offering a unique chance for residents to connect to energy efficiency information and resources.

During the door-to-door visits, residents will also learn about CEA's services and programs. CEA helps Cambridge residents access free and low-cost home energy audits, where an energy professional investigates opportunities to save energy for homeowners, landlords, and tenants. The Cambridge Energy Alliance also assists residents with financing options along with federal, state, and local incentives that are available for efficiency projects. Since last fall, over 400 Cambridge residents have received home energy audits.

Deborah Donovan, CEA's Executive Director, views the Massachusetts Climate Summer tour as an incredible opportunity to help Cambridge residents through one-stop customer service. "As an added bonus," said Ms. Donovan, "when residents make energy improvements, it fuels the local economy, stimulates green jobs, and helps our community become less reliant on polluting fossil fuels." The CEA-sponsored door-to-door visits will have an immediate impact. Residents visited by the riders will receive a free energy efficient light bulb in exchange for an incandescent bulb from their home. The 5,000 light bulbs were donated by TCP, Inc. of Cleveland, Ohio. The light bulb swap will reduce carbon emissions by over 2.5 million pounds over the lives of the bulbs.

#####

About CEA: The Cambridge Energy Alliance is a city-sponsored organization working with homeowners, businesses, and institutions across the city to achieve unprecedented levels of energy savings and to expand clean energy sources.

This first-in-the nation initiative is the result of the City of Cambridge's commitment to reduce greenhouse gas emissions by 20 percent below 1990. Buildings are responsible for eighty percent of the carbon emissions in Cambridge. For more information on the Cambridge Energy Alliance, please visit CEA's newly updated website, CambridgeEnergyAlliance.org <<http://CambridgeEnergyAlliance.org/>>. Also visit CEA's blog, Energy 2.0, <<http://www.EnergyTwoDotZero.org/>> designed to keep the community up to speed on useful clean energy and sustainability news and information.

About TCP: TCP, Inc. of Cleveland, Ohio is a global leader in energy efficient lighting innovations. TCP is dedicated to creating high-quality products that are brighter, longer lasting, and better for the environment. The company accounts for a majority of the CFLs sold in the United States and an annual reduction in carbon dioxide emissions of more than 118 million pounds.