



**T8**

LIGHTING  
PROJECT



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LIGHTING  
PROJECT



# COPY

DATE:	Feb. 15, 2011	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Earth Day		

## EMAIL AND NEWSLETTER COPY: LONG

<b>SUBJECT:</b>	Happy Earth Day!
<b>HEADLINE:</b>	<b>Let This Earth Day Be Your Lighbulb Moment</b>
<b>SUBHEAD:</b>	With Earth Day just around the corner, it's the perfect time to make energy efficient lighting upgrades.
<b>CALLOUT:</b>	The energy we save when we recycle one glass bottle is enough to light a traditional light bulb for four hours. Imagine how much longer you could light an energy efficient T8 lamp.
<b>BODY COPY:</b>	<p>Since 1970, concerned citizens around the world have been celebrating Earth Day in all sorts of ecologically conscious ways, from planting trees to picking up garbage to making energy efficient upgrades around the home or workplace.</p> <p>Right now, you can make a big difference for the environment <i>and</i> see amazing savings on your future utility bills. With great incentives on T8 lighting upgrades for your business, it's time to act now for the earth and for your bottom line.</p> <p>A switch to T8 Lighting from your old T12 lamps and ballasts can reduce your energy use up to 50%, and thus your future utility bills, by as much as 20%. That's a huge savings that you'll begin to see as soon as your upgrade is complete.</p>

Also, by reducing your energy use in this way, you help to ensure the quality of life we enjoy in the Pacific Northwest for future generations. Simply put, less energy use means less need for new power plants and the resources needed to fuel them.

Incentives on energy efficient T8 Lighting will expire soon. Contact us today, for help finding the right lighting contractor for your upgrade project.

#### EMAIL AND NEWSLETTER COPY: MEDIUM

**SUBJECT:** Happy Earth Day!

**HEADLINE:** **Let This Earth Day Be Your Lighbulb Moment**

**SUBHEAD:** With Earth Day just around the corner, it's the perfect time to make energy efficient lighting upgrades.

**BODY COPY:** Since 1970, concerned citizens around the world have been celebrating Earth Day in all sorts of ecologically conscious ways, from planting trees to picking up garbage to making energy efficient upgrades around the home or workplace.

Right now, you can make a big difference for the environment *and* see amazing savings on your future utility bills. With great incentives on T8 lighting upgrades for your business, it's time to act now for the earth and for your bottom line.

A switch to T8 Lighting from your old T12 lamps and ballasts can reduce your energy use up to 50%, and thus your future utility bills, by as much as 20%. That's a huge savings that you'll begin to see as soon as your upgrade is complete.

Incentives on energy efficient T8 Lighting will expire soon. Contact us today, for help finding the right lighting contractor for your upgrade project.

#### EMAIL AND NEWSLETTER COPY: SHORT

**SUBJECT:** Happy Earth Day!

**HEADLINE:** **Let This Earth Day Be Your Lighbulb Moment**

**SUBHEAD:** With Earth Day just around the corner, it's the perfect time to make energy efficient lighting upgrades.

**BODY COPY:**

Right now, you can make a big difference for the environment *and* see amazing savings on your future utility bills. With great incentives on T8 lighting upgrades for your business, it's time to act now for the earth and for your bottom line.

Incentives on energy efficient T8 Lighting will expire soon. Contact us today, for help finding the right lighting contractor for your upgrade project.

**DISCLAIMER**

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Savings vary by utility and project.