



NOTICE

**T8**

LIGHTING  
PROJECT



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LIGHTING  
PROJECT



# COPY

DATE:	Feb. 15	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Energy Awareness Month		

## EMAIL AND NEWSLETTER COPY: LONG

<b>SUBJECT LINE:</b>	October is National Energy Awareness Month
<b>HEADLINE:</b>	<b>This Is Your Lightbulb Moment</b>
<b>CALLOUT:</b>	Electric Lighting Consumes Nearly 40% of All Energy Used in U.S. Commercial Buildings
<b>COPY:</b>	<p>This month, Americans from coast to coast are finding creative ways to conserve energy and as a result, save money on their future utility bills.</p> <p>As you may know, billions of tax dollars are now going toward investments in wind, solar, biofuels and other clean energy technologies. Here in the Pacific Northwest we already produce relatively clean energy thanks to an abundance of rivers suitable for hydroelectric generation.</p> <p>The best way to keep it clean for our future and future generations is for every citizen of the region to actively find ways to reduce their consumption. And one of the first places to look is up. If you are not currently lighting business with energy efficient T8 Lighting, please consider an upgrade today, before valuable incentives expire.</p> <p><u><a href="#">T8 Today, For A Brighter Tomorrow</a></u></p>

- T8 Lighting can reduce future energy bills by 20%
- T8 Lighting helps workers become more productive
- T8 Lighting creates a safer work environment
- T8 Lighting provides better and brighter light

Naturally, there are many good answers to upgrade to energy efficient lighting. But when you consider that T8 lamps are the new standard and that T12 lamps will no longer be available starting in July 2012, it's clear that now's the time to act.

When you upgrade to T8 now, you can take advantage of amazing incentives and pay as little as 30%\* of the project cost. So, it's good for the earth, good for you and good for everyone in the region. Are we good? Good.

Contact us and/or your local lighting contractor today to schedule a lighting audit and get an estimate on just how much energy and money you can save.

## EMAIL AND NEWSLETTER COPY: MEDIUM

**SUBJECT LINE:** October is National Energy Awareness Month

**HEADLINE:** **This Is Your Lightbulb Moment**

**CALLOUT:** Electric Lighting Consumes Nearly 40% of All Energy Used in U.S. Commercial Buildings

**COPY:** This month, Americans from coast to coast are finding creative ways to conserve energy and as a result, save money on their future utility bills.

You can too. If you are not currently lighting your business with energy efficient T8 Lighting, please consider an upgrade today, before valuable incentives expire.

T8 Today, For A Brighter Tomorrow

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and good for everyone in the region. Are we good? Good.

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## EMAIL AND NEWSLETTER COPY: SHORT

**SUBJECT LINE:** October is National Energy Awareness Month

**HEADLINE:** **This Is Your Lightbulb Moment**

**CALLOUT:** Electric Lighting Consumes Nearly 40% of All Energy Used in U.S. Commercial Buildings

**COPY:** This month, Americans from coast to coast are finding creative ways to conserve energy and as a result, save money on their future utility bills.

You can too. If you are not currently lighting your business with energy efficient T8 Lighting, please consider an upgrade today, before valuable incentives expire.

Contact us and/or your local lighting contractor today to schedule a lighting audit and get an estimate on just how much energy and money you can save.

## DISCLAIMER

\*: Savings vary by utility and project.