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## ***Bright idea: Come to Pioneer Courthouse Square Thursday and get free \$6 coupons for compact fluorescent bulbs!***

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### **Bonneville Power Administration**

**FOR IMMEDIATE RELEASE: MONDAY, June 11, 2001**

PR 51 01

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**WHAT:** The public is invited to come to Pioneer Courthouse Square, pick up as many as four \$6 coupons towards the purchase of a compact fluorescent light bulb (while supplies last), learn energy-saving ideas from Portland General Electric and the Bonneville Power Administration staff, and enjoy musical entertainment.

**WHY:** Our region urgently needs to save electricity and using compact fluorescent light bulbs (CFLs) is a way everyone can make a significant contribution. The coupons funded by BPA and PGE give consumers a reason to try a device that often uses 75 percent less electricity than conventional bulbs, and can last seven years. CFLs also can help keep electric bills down.

**WHEN:** Thursday, June 14, 11:30 a.m. to 1:00 p.m. **(BPA and PGE chief executives will hand out coupons at noon.)**

**WHERE:** Pioneer Courthouse Square, Downtown Portland

### **VISUALS:**

- o PGE CEO and President Peggy Fowler, and a BPA representative handing out \$6 CFL coupons to the public.
- o BPA's 24-piece employee band, "Rif and the Early Outs," performing live
- o PGE's Energy Efficiency Traveling Exhibit, lighted CFLs and fixtures, an energy-efficient washer, dryer and dishwasher, and a high performance toilet
- o BPA's energy efficiency exhibits, including a moving device comparing energy consumption in a regular bulb vs. a CFL, and a variety of CFLs on display
- o Energy experts on hand to help visitors find new ways to save energy and save money

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