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CHICO INVITES COMMUNITY TO JOIN MILLION WATT CHALLENGE

A call to all Chico community members: Switch and save! The Million Watt Challenge is an open invitation to the community to save money and energy by installing LED lights and other energy-efficient technology.

“The goal is to replace the equivalent of one million watts of energy by highlighting LED light bulbs,” said Bryce Goldstein, CivicSpark Climate Fellow. “They’re simple, familiar and affordable.”

This new energy-efficiency outreach campaign for residents and businesses will officially start on April 6 with the Challenge at the Thursday Night Market. The City of Chico’s Sustainability Task Force is a partner with North Valley Energy Watch, Chico News & Review and the Chico Chamber of Commerce to promote and support the Challenge.

LEDs are up to 80 percent more efficient than incandescent bulbs and last approximately 25 times longer. The City of Chico and PG&E recently upgraded nearly 5,000 streetlights, replacing 540,000 watts of old lights with new LEDs.

“The result is big energy and financial savings,” Goldstein said.

With the city making these changes, the challenge is now on businesses and residents to do the same.

“Replacing your current light bulbs with LEDs can save you hundreds of dollars per year,” Goldstein said. “Even just replacing a few of your most-used bulbs makes a difference on your electric bill.”

The community can learn more about the Challenge at the Saturday Farmers' Market and Thursday Night Market. They can also visit chicosustainability.org or search "Million Watt Challenge" on Facebook

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About: The signing of the Mayors' Climate Protection Agreement precipitated the creation of the Sustainability Task Force (STF) in 2007. Members of the STF represent various sectors of the community to provide input to the City Council on sustainability issues. The mission of the STF is to promote a culture of stewardship within our community to enhance our natural resources, economic interests and quality of life for present and future generations in the City of Chico by collaboratively developing programs and initiatives which will distinguish Chico as a leader in sustainability efforts.

Contact:

Bryce Goldstein, CivicSpark
Office: (530) 879-6923
bryce.goldstein@chicoca.gov

Distribution:

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City Website