

Wednesday, March 25, 2009

Canada AM
P.O. Box 9, Station O
Toronto, Ontario
M4A 2M9

A safer way to green.

Dear Jeff:

If you could inform consumers of a ground-breaking product that can help them save money while saving the environment, would you?

Your consumer education segment is one of Canada AM's best features, and we recognize that environmental awareness is a reoccurring theme on your show. In effort to contribute to a greener society, ABC Lighting Company would like to assist you in your environmental campaign. Our lead researcher, Dr. Stanley Brilliant, has recently developed a product that can make a world of difference: the mercury-free compact fluorescent light bulb (CFL).

Until now, these energy-saving products have only been produced with mercury, making them difficult to dispose of and dangerous to clean up when broken. This has deterred many Canadian residents from purchasing the product in the past, but with your help, this can change. Canadians can now be informed that a mercury-free version of the CFL bulb is available for purchase in most department and hardware stores.

In addition to being mercury-free, these CFL bulbs only use one-quarter of the amount of energy that is required from a standard incandescent light bulb. By replacing one incandescent bulb with a CFL bulb in every Canadian household, Canada would save more than \$70 million in energy costs, and decrease its GHG emissions by almost 400,000 tonnes every year. A great way to help eradicate the carbon footprint, don't you think?

Mercury-free compact fluorescent lighting: a safer way to green.

Interested in this bright idea? For more information regarding ABC Lighting Company and compact fluorescent lighting, please contact our media relations specialist:

Andrea Crawford
Media Relations
ABC Lighting Company
705-889-7699
acrawford@abclighting