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Nationwide Ecobulb project helps Kiwis save \$104 Million

Results of the Nationwide Ecobulb project could see New Zealanders' save up to \$104 Million on power bills over the life of the Ecobulbs. During the ten week **Shell New Zealand Ecobulb Promotion**, Kiwis purchased an astounding 800,000 energy saving ecobulb light bulbs. With benefits including energy efficiency, lower power bills for consumers and reducing our carbon footprint, projects such as these are complimentary to the recently announced Energy strategy and Nobel Peace prize acknowledging the importance of combating climate change.

Project partners Shell New Zealand, the Electricity Commission, Energy Mad, Housing New Zealand Corporation and TrustPower teamed up to make energy saving Ecobulb light bulbs available and affordable for all New Zealanders.

Mark Forsyth, Shell's General Manager Retail says, "The Shell Ecobulb promotion has been a tremendous success. We are delighted that through this promotion, Kiwis across the country will be able to make nearly \$104 million dollars of energy savings."

Energy Mad Projects Manager Natalie Cutler-Welsh says, "The economic and environmental spin-offs of such projects are extensive. To put the power savings into perspective, the 800,000 Ecobulbs could collectively save enough electricity to power 59,000 homes for one year!"

Energy Mad Director and Co-founder Dr. Chris Mardon says "it is brilliant to be achieving our company mission of '**lessening climate change through economical energy savings**'. Over their lifetime, these 800,000 Ecobulbs could reduce carbon dioxide equivalent to taking 69,200 cars 'off the road' for one year. Put simply, this is probably the biggest Climate Change reducing project undertaken in New Zealand".

Kiwi company Energy Mad Ltd is the brains behind the 32 Ecobulb projects carried out through Shell service stations and Foodstuffs stores since the company established in 2004. Collectively these projects have resulted in 3.5 million Ecobulbs sold (in almost 50 per cent of NZ homes).

"The Electricity Commission has been funding campaigns like this not only to improve the efficiency of our homes but to make consumers think more about what they can do to improve the way they use energy. Installing energy saving light bulbs makes good sense both for householders and for New Zealand." says Electricity Commissioner David Close. "It is cheaper than building new generation or new transmission lines, and it is a simple

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and effective thing that all of us can do that will reduce electricity bills and our impact on the environment.”.

For more information visit www.ecobulb.co.nz or ring 0800 326 2852.

ENDS

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