

“A Brighter UMD Energy Event” Enlightens Community

Nothing brightens a college dorm room, apartment or office better than ENERGY STAR® lighting. That is one reason why students, faculty members and staff at the University of Minnesota Duluth (UMD) flocked to the third annual “A Brighter UMD Energy Event” in September 2008.



The energy-efficient lighting sale, held at UMD Stores Express, offered ENERGY STAR® qualified lamps, compact fluorescent light (CFL) bulbs and light-emitting diode (LED) holiday lights at special low prices. It also was a fundraiser for the university’s U-Pass program, which allows UMD students and employees to ride Duluth Transit Authority buses for free.

Minnesota Power donated one to five dollars for every item sold during the promotion. With more than 3,200 energy-efficient lighting products flying off the shelves, that added up to \$4,500 for U-Pass. On December 2, 2008, Minnesota Power regional account manager Steve Lent presented the check to UMD officials.

“Selling energy-efficient lighting to benefit U-Pass is a natural,” said John Brostrom, U-Pass coordinator and senior administrative director of UMD Auxiliary Services. “It gets people thinking about how they use energy in their homes, reduces the number of cars on campus and supports our campus-wide sustainability initiative.”



That initiative, called “Adding Up to Zero,” challenges all departments and individuals to make choices that improve UMD’s environmental performance and lower its carbon footprint.

Energy-efficient lighting is an excellent place to start. Products sold during “A Brighter UMD Energy Event” alone will save an estimated 244,993 kWh and \$60,000 in energy costs over their anticipated life cycles—the equivalent of heating 21



homes for a full year. They also will help reduce annual carbon dioxide emissions by 225.3 tons, which translates to taking 45 cars off the road or about 542,970 fewer vehicle miles traveled.

Communities like UMD can save energy, lower costs and benefit the environment with simple, everyday choices to buy and use energy-efficient products. Minnesota Power provides incentives to make those decisions a little easier.