

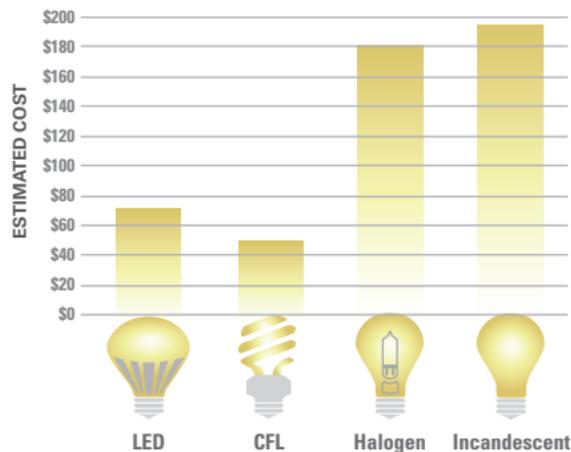
# Do you know the true cost of a light bulb?



Picking the right bulb can save money, time and energy.

[www.mnpower.com/lighting](http://www.mnpower.com/lighting)

## Total cost of a light bulb over 25 years



Over time, incandescent bulbs can cost you significantly more than other alternatives. The total cost of lighting includes initial bulb price, light bulb replacement costs and energy costs over 25 years. This assumes bulbs are on for 3 hours a day. Costs shown are for 60 watt equivalent bulbs, which produce about 800 lumens of light.

Data Source: Department of Energy, <http://energy.gov/>

**Switch to energy-efficient lighting; the right choice for you, your community and the environment.**

### More reasons to flip the switch to energy savings

- The average family spends \$200 a year on lighting. This cost can be significantly reduced by using LEDs or CFLs.
- CFLs use approximately 75% less energy than incandescent bulbs.
- LEDs use approximately 80% less energy than incandescent bulbs.
- LEDs can last up to 25 years, CFLs can last up to 9 years and incandescents only last about 1 year.
- Rebates are available on energy-efficient lighting. Visit [www.mnpower.com/CFL](http://www.mnpower.com/CFL)
- Saving energy benefits the environment for years to come.

### CFL recycling made easy

It's the law to recycle CFLs, and with more locations for recycling it's easier than ever. Visit [www.mnpower.com/CFLrecycling](http://www.mnpower.com/CFLrecycling) or call (218) 355-2843 (option 1) for free CFL recycling coupons from Minnesota Power and for a list of participating retailers. Western Lake Superior Sanitary District (WLSSD) also offers free CFL recycling and a list of additional recycling locations. Visit [www.wlssd.com](http://www.wlssd.com) for more information or call (218) 722-3336.

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