



PRESS RELEASE | PUBLISHED: SEPTEMBER 15, 2011

E Source Forum Attendees to Participate in Porch Bulb Project

Helping to Achieve Goal of 10,000 Porch Bulbs Swapped

E Source is teaming up with Groundwork Denver's [Porch Bulb Project](#) to help swap out inefficient incandescent porch bulbs for long-lasting compact fluorescent lamps (CFLs). On September 20, 2011, attendees at the [24th Annual E Source Forum](#) will have the opportunity to go door to door in a Denver neighborhood to help low-income and elderly residents save energy.

The Porch Bulb Project has swapped out 9,861 porch bulbs for an energy savings of \$59,166 per year. Wendy Hawthorne, executive director of Groundwork Denver, says, "We're excited to have the help of the E Source conference attendees to reach our goal of replacing the 10,000th porch bulb. The Porch Bulb Project demonstrates how even small actions can have big impacts when we all get involved—10,000 CFLs reduce greenhouse gas emissions by 600 tons per year."

The E Source Forum is an annual event that draws more than 400 representatives from utilities and other energy service providers. The conference content focuses on best practices for energy-efficiency programs, customer service, marketing, and end-use technologies. E Source is providing the funding for the CFLs, light rail transport to the neighborhood, and some administrative fees.

"We were looking for ideas to help us reduce waste and to minimize conference giveaways because they often end up being thrown away," says Janice Field, senior manager of E Source Customer Service & Events. "Funding a community service project is a great alternative. Our attendees get to know one another better, and we're helping the community."

Volunteers will be live-tweeting ([@ESourceForum](#) and [@GroundworkDen](#)) and taking photos during the project in hopes of capturing the installation of the 10,000th bulb.

About E Source

E Source has been providing unbiased, objective energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our benchmarking services are supported by the latest market research looking at what customers want from their utilities. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We predict and address trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

About Groundwork Denver

Groundwork Denver is a nonprofit organization that works to improve the physical environment through community-based action. Groundwork Denver is always looking for energetic volunteers to help protect the environment and support local communities. To get involved, visit www.groundworkdenver.org/involved.htm.

Public Relations Contacts

Wendy Bloechle, Vice President of Marketing, E Source
E-mail [Wendy Bloechle](mailto:Wendy.Bloechle)
303-345-9158

Wendy Hawthorne, Executive Director, Groundwork Denver
wendy@groundworkdenver.org
Office: 303-455-5600; Mobile: 720-252-8661

[Integrity Policy](#) || [Site Map](#) || [Privacy Policy](#) || [Terms of Use](#)

© 1986-2013 E Source Companies LLC. All rights reserved.

Distribution outside subscribing organizations limited by license.

[View basic member license agreement.](#)