

**CITY OF ROCHESTER HILLS  
OFFICE OF THE MAYOR**

**BRYAN K. BARNETT, MAYOR**

**FOR IMMEDIATE RELEASE**

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**Rochester Hills Residents Challenged to “Make the Switch”**  
**City-Wide Campaign to Educate and Increase Energy Efficiency**

**Rochester Hills, MI-** Mayor Bryan K. Barnett announced the City’s latest green initiative, **“*Make the Switch*,”** as the next phase of the green movement. Quite possibly the most substantial effort to improve energy efficiency in Oakland County history was kicked off by sending residents who attended the State of the City home with a **“FREE”** compact fluorescent light bulb.

“In our goal to remain Michigan Greenest City, it is no longer just what City Hall can do, but it is what “we” can do as a community,” states Mayor Barnett. “This year we are taking it to a whole new level and it starts right now.... I am asking, in fact challenging, each of you to **“*Make the Switch*”** in 2010.”

With funding under the Energy Efficiency Conservation Block Grant, which was awarded by the Department of Energy, Rochester Hills has kicked the green movement into high gear. In just a few weeks a targeted city-wide campaign to educate and increase awareness of energy efficiency will be launched by distributing almost 14,000 CFL light bulbs to residents.

“These Energy Star CFL lights are proven to save approximately \$47 in energy costs and if each resident were to change one standard bulb in their house to a compact fluorescent, in a year’s time we could save almost \$750,000 collectively,” states Barnett.

The **“*Make the Switch*”** campaign will not only educate residents about the benefit of changing lights, but it will also provide several other ways that residents can make small changes in their home that will result in significant savings. For more information regarding the **“*Make the Switch*”** campaign contact Tara Beatty, Chief Assistant at (248) 656-4664.

Rochester Hills continues to be good environment stewards in protecting natural resources, from launching the states first and most comprehensive recycling program, to promoting water conservation with the introduction of several bio-swales, and the commitment to reduce energy consumption at City Hall by 25% in 2 years, Rochester Hills has led the way in the green movement in Oakland County and throughout the State of Michigan.

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