



**Pacific Gas and  
Electric Company®**

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**NEWS**



## **MEDIA ADVISORY**

### **PG&E TO GIVE AWAY CFLs IN “REVERSE TRICK-OR-TREAT” AT OAKLAND HOUSING AUTHORITY’S SENIOR HOUSING COMPLEX**

*Giveaway Part of One Million CFL Giveaway in October*

**WHAT** PG&E Hosts “Reverse Trick-or-Treat” CFL Giveaway at Oak Grove South Plaza

**WHO** PG&E is a national leader in helping its customers use energy efficiency as a cost-effective way of reducing their energy bills and reducing greenhouse gas emissions. Over the past three decades, PG&E’s 85 distinct residential and commercial energy efficiency programs have resulted in enough customer energy savings to power over 18 million homes and heat 15 million homes, while preventing more than 125 million tons of CO<sub>2</sub> from entering the atmosphere.

Change a Light, Change the World is a campaign created by ENERGY STAR. The campaign is designed to educate people on the benefits of using CFLs and to encourage them to take the Change a Light Pledge, which demonstrates a commitment to replace at least one incandescent light in your home with one that has earned the ENERGY STAR label.

The Oakland Housing Authority (OHA) offers housing assistance to more than 37,000 low-income Oakland residents and has a longstanding commitment to energy conservation and efficiency. OHA has partnered with PG&E on many energy conservation efforts undertaken in the City of Oakland.

According to the Natural Resources Defense Council, energy costs for poor families have increased much faster than their incomes in recent years: low-income families will spend 17 percent of their income on energy per year, and the portion could climb much higher with rapidly increasing fuel costs. Studies show that high energy bills force poor families to spend less money on food

HUD’s partnership with PG&E and efforts to mobilize assisted properties to undertake energy efficiency improvements is part of a broader national effort to promote energy efficiency.

**WHEN** Wednesday, October 31, 2007 11 a.m.

**WHERE** Oakland Housing Authority’s Oak Grove South Plaza, 570 16<sup>th</sup> Street, Oakland, CA 94612

**WHY**

Pacific Gas and Electric Company will give away one million compact fluorescent light bulbs (CFLs) during the month of October to help Californians be more energy efficient, launching a territory-wide ENERGY STAR Change a Light, Change the World campaign. Today's event is part of this larger campaign to help PG&E's community partners continue their critical work in promoting energy efficiency. In partnership with HUD, PG&E will be providing CFLs to over 9,800 households at 168 participating public housing and HUD-assisted properties throughout PG&E's service area. In all, over 21,000 light bulbs will be replaced with ENERGY STAR qualified CFLs.

PG&E's one million CFL giveaway during National Energy Awareness Month will potentially generate a collective savings of more than 400,000 megawatt hours and prevent the emission of more than 200,000 tons of greenhouse gases over the lifetime of the CFL. This is the equivalent of powering almost 60,000 homes in Northern CA for a year, or removing 31,000 cars from the road for a year, or planting 60,000 acres of trees.

**PHOTO  
OPPORTUNITY**

- PG&E and HUD give away CFLs to OHA's senior residents
- PG&E volunteers

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