

# Ban the Bulb

## Media Release



### **Ban the Bulb raises \$400,000 and takes the equivalent of 25,000 cars off the road**

**Bendigo, Tuesday 15 December 2009:** Close to \$400,000 has been raised to support community groups that have been helping deliver Ban the Bulb – the campaign offering Victorian home and business owners the opportunity to replace their incandescent light bulbs with energy-saving ones, completely free of charge.

Ban the Bulb is being delivered by Bendigo Bank's **Generation Green™** program in partnership with AGL Energy, Australia's leading renewable energy company, Low Energy Supplies and Services, Carbon Down, VECCI and the Victorian Government's Sustainability Fund.

Almost 1,000 volunteers from groups including the State Emergency Service, Apex, Rotary and Lions groups, as well as some sporting clubs have helped to deliver the campaign to more than 50 communities across Victoria, who changed approximately 200,000 globes.

AGL's General Manager Marketing David Hamilton said the campaign was taken up by almost 12,000 homes and businesses.

"Overall, Ban the Bulb has raised close to \$400,000 for the participating groups – money that will be used to support projects in their local communities," Mr Hamilton said.

"The initiative will save around 100,000 tonnes in carbon emissions – the equivalent of taking approximately 25,000 cars off our roads for a year.

"Households and businesses that have taken up this offer will see almost immediate results of them using energy more efficiently by a lowering in their energy bills.

"AGL is proud to be taking action toward creating a sustainable energy future for our communities and customers and this campaign is an excellent example of this," he said.

Mr Hamilton applauded the community groups that have helped to install energy-saving bulbs and said AGL is fully committed to helping Victorian communities receive the financial and environmental benefits of this offer.

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**Photo Opportunities:**

- 38 Akoonah Drive, Golden Square Bendigo, 11am Tuesday 15 December  
Volunteer installers from the Newbridge Football and Netball Clubs will be on site to install lighting at the residence.
- The Balcony, Level 3 The Bendigo Centre, 6pm Tuesday 15 December  
Representatives from all community groups as well as the partners of Ban the Bulb will be on site at a celebration bbq and announcement of final results.

