



PUBLIC SERVICE ADVISORY



City of Welland to Receive LED City Award

For Immediate Release – August 27, 2008 – 5:00 p.m.

Welland – The City of Welland will be joining Toronto; Raleigh, North Carolina; Ann Arbor, Michigan; Austin, Texas; Anchorage, Alaska; Tianjin, China; and Torraca, Italy, as the most recent addition to the LED City® family.

The LED City® program is an international initiative to promote the deployment of energy-efficient LED (light-emitting diode) lighting, reduce energy usage, protect the environment, and save taxpayers money.

Peter Love, Ontario's Chief Energy Conservation Officer, will be attending next week's Council Meeting, to commend Welland on its energy conservation efforts. Peter will be joined by Deb Lovig from Cree, Inc., a North Carolina company involved in the LED industry, who will be presenting a plaque to Welland City Council welcoming the City to the LED City® initiative.

When: Tuesday, September 2, 2008, Council Meeting
Time: 7:30 p.m.
Where: Council Chambers, Welland Civic Square

About LED City

The LED City is an expanding community of government and industry parties working to evaluate deploy and promote LED lighting technology across the full range of municipal infrastructure to:

- Save energy
- Protect the environment
- Reduce maintenance costs
- Provide better light quality for improved visibility and safety

According to the U.S. Department of Energy, 22 percent of electricity used in the U.S. powers lighting. In a world with soaring energy prices based on the availability and control of fossil fuels, and with growing concern about sustainability of the environment, a revolution in lighting is long overdue.

About Cree

Cree, Inc. is a market-leading innovator and manufacturer of semiconductors that enhance the value of LED solid-state lighting, power, and communications products by significantly increasing their energy performance.

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For more information contact:

Dave Ferguson
Manager, Traffic and Parking Operations
(905) 735-1700 ext.2202
david.ferguson@welland.ca

Deb Lovig,
LED City Program Manager
Cree, Inc.
(919) 287-7505
deb_lovig@cree.com

City of Welland
60 East Main Street
Welland, ON L3B 3X4