



## P R E S S   R E L E A S E

**For immediate release**

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### **Holiday White Lights on Chandler Blvd. Go Green Cutting Energy Consumption by 85% Installation Starting Now Kick-Off Party Fundraiser set for Saturday, November 24**

Phoenix, AZ, October 2, 2007 – The Festival of Lights display along Chandler Boulevard will be going “green” this year...as in environmentally friendly. The non-profit group has entered into a new contract with The Christmas Light Decorators ([www.cldaz.com](http://www.cldaz.com)) to provide the installation and maintenance of the annual white light display. The lights will remain white of course, but because they will be using the new technology of LED light strands now instead of regular incandescent lights, the display will consume 15% of the energy previously used to power the display. The Committee is proud of the fact the festive holiday display will achieve an 85% reduction in energy usage this year.\*

Crews have begun installation as of the week of October 1, on Chandler Boulevard between 24<sup>th</sup> Street and Desert Foothills Boulevard in Ahwatukee.

The Festival of Lights Kick-Off Party in Desert Foothills Park which raises money to fund the display, traditionally draws nearly 20,000 people, and will be held Saturday, November 24, from 11am-7pm. The Kick-Off Party has become a signature event in the Ahwatukee area. The Festival of Lights non-profit group relies on local businesses for sponsorship of games and inflatables to make the fundraising event possible. Full event information including sponsorship and volunteer opportunities can be found at [www.FOLAZ.org](http://www.FOLAZ.org).

\*In 2006, the display took over 1,030 amps of power and this year it is estimated to utilize 150 amps total. Instead of large commercial generators, the display will be using smaller, portable generators. The previous generators were large trailer-mounted diesel units that consumed hundreds of gallons per day. The new ones will be quieter and use much less fuel. In some medians there will be no generators at all since the existing power will be sufficient. With the price of gas fluctuating so much, the cost to power the generators had become a runaway expense.



[www.FOLAZ.org](http://www.FOLAZ.org)

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### About Festival of Lights

The Festival of Lights Association is a non-profit, 501c3 organization dedicated to the enhancement of Ahwatukee, AZ. The association has evolved from a corporate marketing vehicle funded by the Del Webb Corporation (developer of The Foothills master-planned community) to year-round activities driven by a dedicated group of volunteers. Visit [www.FOLAZ.org](http://www.FOLAZ.org) for more information.

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