



Saving energy for Maine

Program of the Maine Public Utilities Commission

For Immediate Release

Efficiency Maine Helps Turn “Eartha” Green for the “*Change a Light – Change the World*” Campaign.

Yarmouth, ME – Wednesday October 10 – “Eartha,” the World’s largest revolving globe, has been turned green.

As part of the national “*Change a Light – Change the World*” campaign, “Eartha’s owners DeLorme, world leaders in mapping products, technologies, and data, teamed up with Efficiency Maine to replace all of the conventional light bulbs in her residence to energy and environment saving CFLs.

Eartha, three stories tall and 41.5 foot in diameter, is listed by the Guinness Book of World Records as the “World’s Largest Revolving/Rotating Globe.” She is the centerpiece of DeLorme’s head office in Yarmouth, Maine and is easily seen by passing traffic on Interstate 295, especially at night when she is lit up.

In a ceremonial switching on of Eartha’s new energy efficient lights, Maine Public Utilities Commission Chairman Kurt Adams said not only will Eartha now appear much brighter because of the CFLs, but the new lights would also be making a major contribution to saving the environment.

The “*Change a Light, Change the World*” campaign is a national call-to-action to encourage individuals to help change the world, one light — one energy-saving step — at a time, so DeLorme choosing to work with Efficiency Maine to change Eartha’s lighting system to CFLs is most appropriate,” said Adams.

“By switching 229 100-watt floodlights over to 26-watt CFLs, DeLorme will be saving 74,395 kilo watt hours per year, which equates to an estimated \$67,848 in lighting costs over the estimated seven-year life span of the bulbs. But just as important, the switch to CFLs is equivalent to removing 43 tons of carbon dioxide per year from the atmosphere, or a total of over 323 tons over the life span of the bulbs – the same as taking nine cars off the road,” said Adams.

He said DeLorme, which has conducted business in the state for 30 years, is a true example of a Maine company that is concerned about protecting its environment and also promoting healthy lifestyles for its employees and neighbors.

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“Hopefully the relationship that DeLorme and Efficiency Maine has developed will encourage other Maine companies to follow suit. When you look at 'Eartha' it brings you to the conclusion that the world is a small place. Anything we can do, however small, to work on climate change will make a difference for all of us,” said Adams.

Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine residents and businesses reduce electricity costs and improve Maine’s environment.

During 2003 – 2005, the Efficiency Maine Program saved homeowners, schools, and businesses more than 121 million kilowatt hours (kWh) with a lifetime economic benefit to the state of \$86.6 million. In 2006, Efficiency Maine saved more than 74 million kWh, which helped avert the production of more than 320,000 tons of carbon dioxide, a major pollutant contributing to global warming. These savings are equivalent to the annual electricity use of nearly 11,000 homes in Maine and the carbon pollution reduction of taking 7,624 cars off the road.

For more information on the annual report or energy efficiency, visit the PUC’s Efficiency Maine website at www.energymaine.com or call 1-866-ESMAINE.

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