



NEW YORK CITY HOUSING AUTHORITY
250 BROADWAY • NEW YORK, NY 10007
TEL: 212-306-3000 • <http://nyc.gov/nycha>

PRESS RELEASE

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Contact: (212) 306 3322

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NEW YORK CITY HOUSING AUTHORITY SENIOR RESIDENTS GET DONATION OF ENERGY-SAVING COMPACT FLUORESCENT BULBS

New Lane Area Senior Development Promotes Energy Conservation

Residents of the New York City Housing Authority's (NYCHA) New Lane Senior development on Staten Island today received a donation of compact fluorescent light bulbs from RelightNY that will help to promote citywide efforts at energy conservation in New York City public housing. NYCHA, RelightNY, HSBC USA and Public Energy Solutions (PES) joined together at the development today to bring energy-efficient compact fluorescent lamp (CFL) bulbs to the residents of the 277-apartment senior citizens complex.

HSBC announced a \$90,000 donation to RelightNY, a local organization of New York City teens that is working to raise awareness of energy conservation and its connection to reversing global climate change. RelightNY focuses on supplying low-income-housing residents with energy-saving CFL bulbs in an effort to inspire every New Yorker to switch to CFLs. NYCHA is part of a unique group of private partners to help low and moderate-income seniors who reside in Staten Island's New Lane Area development become part of aggressive citywide efforts to promote energy conservation in New York City public housing. The bulbs will be distributed to residents of the 277-apartment complex and will be installed by volunteers from PES.

"This initiative clearly demonstrates the awareness that is building for the need to find partnered-solutions to our energy need," said NYCHA Board Member Margarita López, who was recently named NYCHA Environmental Coordinator by Mayor Bloomberg.

In her expanded role at NYCHA, Commissioner López will guide the Authority in setting aggressive goals to improve sustainability and ensure that those goals are met through new operational and administrative programs. The new initiatives will further advance PlaNYC, the City's strategy to reduce greenhouse gas emissions and make New York City the world's first great sustainable city of the 21st century.

“We are proud to donate \$90,000 to the team at RelightNY as they work to provide lower-income residents with a simple but powerful way to lower their energy costs,” said Kevin Martin, Executive Vice President, Head of Customer Marketing, HSBC Bank USA. “Switching to compact fluorescent lights is one easy way we can all work together to slow the rate of global climate change.”

“We’re delighted to receive this important contribution from HSBC,” said Avery Hairston, the 15-year old founder of RelightNY. “By our estimates, these funds can help us save families in need \$315,000 and eliminate 4.5 million pounds of carbon emissions, a major boost to our efforts to move all New Yorkers to CFL bulbs.”

While the CFLs are the solution to reducing energy at this seniors-only development, it became necessary to find assistance in actually replacing the bulbs in apartments. That volunteer effort came from Public Energy Solutions (PES) whose President, Keith Hartman, noted, “In continuing service to NYCHA, when residents of the New Lane community expressed their desire to conserve electricity, the PES staff immediately volunteered their time to participate in the Project Relight solution”.

The environmental and energy advantages of installing the CFLs at the seniors-only development are evident:

- 277 apartments X 400 kwh per apt per year = 111,000 kwh per year
- Would reduce CO₂ emissions by 114,000 pounds per year
- Will probably reduce residents’ Con Edison bills by \$5-\$10 per month