

YOUR CLUB IS INVITED TO PARTICIPATE IN THE ALBERTA 4-H PROJECT PORCHLIGHT CAMPAIGN!

Dear Alberta 4-H Project Porchlight Supporter,

The 4-H Foundation of Alberta is pleased to be informing you about an exciting *community awareness campaign* called [Project Porchlight](#). To offer Alberta 4-H Clubs more flexibility the campaign delivery day has been extended to include **December 1st to December 10th, 2007** with the *1st of December as the priority delivery date*.

EnCana Corporation is offering Alberta 4-H a unique opportunity to be part of a phenomenal social marketing campaign that encourages responsible energy use. Interest in Project Porchlight is exploding across North America. Together with EnCana Corporation and Project Porchlight's other partners and sponsors, Alberta 4-H Clubs will have a chance to *engage their community in energy conservation*. Over 200,000 free compact fluorescent light (CFL) bulbs will be delivered by Alberta 4-H to rural communities across Alberta in order to "light up the province". Each Alberta 4-H Club will have an opportunity to distribute these complimentary CFLs to a designated location within their service area.

By participating in the Alberta Project Porchlight campaign, Alberta 4-H has been given the chance to show how one *individual action* can bring about a ripple effect that can make *significant change take place*. Through its involvement, Alberta 4-H will help Alberta lead the way in helping individuals adopt energy-conscious behaviours.

As supporters and participants of this project, we want you to be aware of this campaign, so you can promote it as a **province-wide Alberta 4-H Club campaign** and **direct any questions or concerns to the 4-H Foundation of Alberta**.

The following information is a brief highlight of the Alberta 4-H Project Porchlight Campaign. We look forward to seeing your club register and hearing your comments.

Carmen Stone
4-H Foundation of Alberta
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WHY A LIGHT BULB?? ANYONE CAN CHANGE A LIGHT BULB!!!

- It is easy!
- It's more than just a bulb: the results can be represented easily and one action (changing a light bulb) can bring about a significant behaviour change!
- The Federal Government ban on all inefficient light bulbs comes into effect in 2012.
- CFL bulbs use 75% less electricity than incandescent bulbs
- If everyone in rural Alberta changes one light bulb, the combined effects would be amazing (savings of over \$10 million dollars in energy costs)
- Most CFL bulbs last about 5-7 years

What?

Distributing over 200,000 CFL bulbs to rural Alberta by door-to-door delivery and community events

When?

Priority Delivery Day: December 1st, 2007
December 1st-December 10th, 2007

Where?

Major focus on **rural Alberta**
Your local county, town, village, hamlet

Why?

To offer Alberta 4-H Clubs **one** of two options:
(for more information contact the 4-H Foundation of Alberta)

- 1) **A Unique Community Service opportunity**
 - 2) **A Fundraising Project**
- To promote sustainable and responsible energy use
 - To display Alberta 4-H's standard of excellence and commitment to social campaigns
 - To commemorate 90 years of Alberta 4-H

Registration

Alberta 4-H Clubs

Each Alberta 4-H Club must register through the 4-H Foundation of Alberta by filling out the designated [registration form](#) and returning it to the 4-H Foundation of Alberta. Clubs will need to indicate whether they want to participate as a fundraising project or as community service. **Once registered, Alberta 4-H Clubs will receive a 4-H Club Package with more specific details regarding the campaign.**

Questions or Comments Concerning Alberta 4-H's Project Porchlight?

Please refer all calls or comments to the 4-H Foundation of Alberta
Carmen Stone 1-877-682-2153 or carmen.stone@4hab.com