



## **PRESS RELEASE**

**Date:** October 27, 2008

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### **Mom and Son Team Distribute Free CFL Bulbs in New Jersey HMN's Director Volunteers for Project Porchlight, Proving That "Simple Actions Matter"**

(Caldwell, NJ) – On Saturday, October 25th, Dr. Nancy Massotto, Executive Director of the Holistic Moms Network (HMN), and her 7-year-old son Michael, went door-to-door for a few hours in their neighborhood distributing free compact fluorescent (CFL) light bulbs to neighbors, along with information about how to cut energy costs and save the environment (photo available upon request). Massotto - who also sits on the Caldwell Environmental Commission - was volunteering for the launch of Project Porchlight in Caldwell, New Jersey.

Founded in Canada in 2004, Project Porchlight's mission is to make energy conservation accessible and personal and to show that simple actions – like changing bulbs, using water-saving showerheads and keeping car tires properly inflated – matter. In 2005-2006, Porchlight volunteers successfully delivered 225,000 free CFL bulbs to homes across Ottawa. Requests from other communities across Canada and the U.S. poured in; and so, on October 21st, Project Porchlight launched in New Jersey with funding from the New Jersey Clean Energy Program. The grassroots campaign is employing staff and volunteers to distribute 225,000 free CFL bulbs to New Jersey residents this Fall.

"Volunteering with Project Porchlight was a great way to teach my son that simple actions to help the environment really do matter," says Massotto, whose organization - HMN - connects parents interested in holistic health and green living.

The Environmental Protection Agency estimates that nearly 25 percent of the energy needs in the U.S. are dedicated to lighting. Because CFL bulbs last eight to ten times longer than incandescent bulbs, the CFLs will save more than \$10 million in electricity costs over their lifetime, and reduce New Jersey's carbon dioxide emissions by about 75,000 tons. Project Porchlight's website says that "replacing the light on your porch with a CFL sends a message to everyone who sees it that you've made the switch and that encourages others to do the same," (see [www.projectporchlight.org](http://www.projectporchlight.org)).

Massotto's organization recently hosted green living expert Annie B. Bond at HMN's 5th annual Natural Living Conference on October 18th in New Jersey. In her talk, Bond – who is the Executive Editor of Care2.com's Healthy and Green Living channel - espoused the energy-saving benefits of CFLs.

"If every American home replaced just one light bulb with a CFL bulb, it would be the equivalent of taking 1 million cars off the road," says Massotto.

Today, the Holistic Moms Network will launch its own CFL Challenge on its website, [www.holisticmoms.org](http://www.holisticmoms.org). It will ask its 4,000 members to replace 10,000 incandescent lightbulbs with CFL bulbs before December 31, 2008. "If our members meet the challenge, we would successfully help to remove 13 million pounds of the global warming pollutant carbon dioxide (CO2) from the environment," says Massotto. "Like Project Porchlight, we believe that simple actions really do matter. They can change the world."

The Holistic Moms Network (HMN) is a national non-profit connecting parents who are interested in holistic health and green living. The group has 130 chapters across the country. For more information, please contact HMN's Executive Director, Dr. Nancy Massotto at (877) HOL-MOMS.

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