



**NEWS RELEASE**

*For Immediate Release*

**City of Utica, New York Installs Energy-Efficient EverLast® Induction Acorn Light Fixtures**

**JACKSON, MI** – August 11, 2010 – In an effort to reduce energy consumption without taking away from the city’s historic, architectural, and cultural charm, the City of Utica, NY replaced one-hundred 150w metal halide fixtures with 70w EverLast® Induction Vintage-Style Acorn Walkway light fixtures within the city’s Scenic and Historic Preservation District. The fixtures were purchased with an Energy Efficiency and Conservation Block Grant (EECBG) funded by the American Recovery and Reinvestment Act (ARRA) of 2009.

“In addition to aesthetics, the city chose EverLast Induction Lighting over all other brands and technologies because of the energy savings, U.S. components, 10-year warranty, and quality of light they produce,” stated Michele Nizzi, Energy Advisor for Eastern Energy Solutions, Inc., the ESCO that sold the new fixtures. “I was an LED representative for two years and no other lighting product or technology can compare to EverLast. EverLast Induction Lighting is by far the most innovative and energy-efficient lighting solution on the market.”

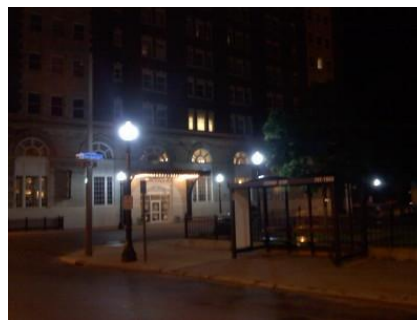
EverLast® Induction Type III and Type V Acorn Walkway Fixtures are a cost-effective retrofit for existing pole-mounted globe or acorn fixtures. In addition to the integration of the best quality and most efficient lamp system, the fixtures come with a water-clear, non-yellowing acrylic lens for superior optics. EverLast® Induction Acorn light fixtures reduce energy costs by 50-70% and virtually eliminate maintenance costs by utilizing an induction lamp that is rated for 100,000 hours.

“The total kWh savings is 54%, which will result in approximately \$5,050 saved annually simply by switching to EverLast induction acorn fixtures,” Nizzi stated. “The city and surrounding businesses are pleased by the color and quality of light produced by the new fixtures. The light distribution is greater and whiter than the previous metal halide fixtures.”

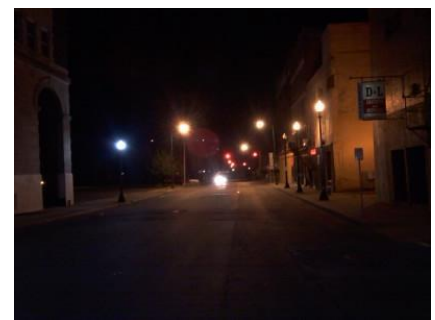
The city of Utica was founded in 1832 and is located in a region known as the Mohawk Valley in Central New York. Its residents take pride in the city’s historical properties and background. The historic structures that still populate the city are not only symbols of the City’s proud past, they continue to contribute to its vitality today – as homes, businesses, meeting places, cultural centers and more.<sup>1</sup>



EverLast® 70w Induction Acorn Fixtures



EverLast® Illuminates Historic Hotel



Street View before EverLast® Installation

EverLast® Induction Lighting is a subsidiary of Full Spectrum Solutions, Inc. and has quickly grown into the leading manufacturer of energy-efficient lighting solutions for roadway, parking structure, facility and area lighting applications. Notable EverLast® Lighting clients include: NASA, University of California, Fort Drum Army Base, Harley Davidson, and Yuengling® Brewery.

For additional product information, visit [www.everlastlight.com](http://www.everlastlight.com), call 888-383-7578, or email [info@everlastlight.com](mailto:info@everlastlight.com). For press inquiries, contact Lindsey Edwards by phone at 517-990-3030 or email [lindsey@everlastlight.com](mailto:lindsey@everlastlight.com).

Eastern Energy Solutions, Inc. is an energy management consulting firm that is focused on increasing profitability for its clients by identifying turnkey solutions that reduce operating costs, improve the working environment, and resolve power quality issues that negatively affect operational and production cost. For more information, contact Michele Nizzi at [michele@easternenergysolutions.com](mailto:michele@easternenergysolutions.com) or the Afton, NY office at 607-639-1516.

<sup>1</sup> <http://www.cityofutica.com/pdf/SHDistBro.pdf>