



**Stoughton Utilities**

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Stoughton, WI 53589-0383

*Serving Electric, Water & Wastewater Since 1886*

# News Release

## Stoughton Utilities

**FOR IMMEDIATE RELEASE**

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### **Stoughton Utilities LED Light Exchange and Personal Essentials Pantry Drive a Success**

Stoughton Utilities took their energy efficiency efforts one step further this past holiday season, offering utility customers a “bright” reward for charitable donations to the Stoughton Personal Essentials Pantry. The Personal Essentials Pantry helps families in Stoughton with household essentials that are not provided at the food pantry, including toilet paper, body wash, toothbrushes, and more.

Utility customers in Stoughton were encouraged to donate to the local personal essentials pantry to support the increased need of local residents during the holiday season. Stoughton Utilities’ customers could receive a new string of LED holiday lights and an outdoor light timer with a donation of four items to the Personal Essentials Pantry.

This year, the program distributed strands of new energy efficient LED holiday lights and outdoor holiday light timers to 239 customers, and collected over 1,400 items for the Stoughton Personal Essentials Pantry. Stoughton Utilities also donated an additional \$750 to the Stoughton Personal Essentials Pantry, and \$750 to the Stoughton Food Pantry from its Community Contributions fund.

“During the holiday season there is an increased need for donations to help local residents, and our customers have the opportunity to be leaders in Stoughton by assisting those in need,” Stoughton Utilities Assistant Director Brian Hoops said.

Compared to standard incandescent holiday lights, LED lights offer several advantages. LED lights are more efficient, using 99 percent less energy, and are safer and last longer than standard holiday lights. LED lights produce almost no heat and do not have the same components that cause traditional lights to burn out or combust. “Through this promotion, our utility customers saved energy and helped their neighbors have a happier holiday season,” said Hoops. “It’s the type of win-win situation that we love to see, and the outpouring of support says a lot about the generosity of this community.”



Sharon Mason-Boersma (center) from the Stoughton Personal Essentials Pantry accepts a donation from Erin Goldade and Brandi Yungen of Stoughton Utilities.

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Founded in 1886, Stoughton Utilities serves electric customers in Stoughton and the surrounding area; and wastewater and water customers in Stoughton.