



FOR IMMEDIATE RELEASE:

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KIMBERLY, WIS., Feb 1/ Autumn Hill Creative LLC, an independent advertising agency and marketing firm, announces their “Be Brilliant” energy conservation campaign. Clients will receive a free compact fluorescent light bulb (CFL) with each qualifying purchase.

Autumn Hill Creative is committed to making a positive impact on the environment. Through their “Be Brilliant” campaign, Autumn Hill Creative encourages individuals and businesses to save money and implement energy conservation initiatives similar to their CFL light bulb replacement program.

“It just makes sense to conserve energy and apply those savings to your bottom line” remarked Yvonne Kehl, Sales & Marketing Director for Autumn Hill Creative.

Although “CFL’s cost anywhere from \$3 to \$6, . . . they last 5 times longer” (The Wall Street Journal). “ CFL’s emit the same light as classic incandescents but use 75% or 80% less electricity” (Fast Company). “If every one of 110 million American households bought just one ice-cream-cone bulb, took it home, and screwed it in the place of an ordinary 60-watt bulb, the energy saved would be enough to power a city of 1.5 million people (Fast Company).

In an effort to help conserve energy and save money Autumn Hill Creative encourages you to “Be Brilliant” by simply replacing one incandescent bulb in your home or business with a CFL. Please visit www.autumnhillcreative.com for more information.

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