

Energy Efficiency Alberta launches fourth edition of popular Instant Savings program

September 28, 2018, Calgary, Alta. – It's that time of year when Albertans can purchase select energy efficient products at participating retail locations and save money right at the till.

The fall 2018 version of Energy Efficiency Alberta's popular Instant Savings Program started this morning and lasts one month until October 28. A wide range of products are once again on the list of available items including LED Recessed Downlight Fixtures, LED Outdoor Yard Lights with Motion Sensors, Heavy-Duty Timers and Energy Efficient Showerheads.

Instant savings range from \$2 per light bulb to \$12 for a high-efficiency showerhead. Participating retailers across Alberta include RONA, Costco, Canadian Tire and The Home Depot. A complete list of eligible products and participating retail locations can be found on Energy Efficiency Alberta's website at efficiencyalberta.ca/instant-savings-2018.

"Energy Efficiency Alberta is delighted to once again partner with retailers across Alberta to bring shoppers great deals on many energy efficient products," said Monica Curtis, CEO of Energy Efficiency Alberta. "The Instant Savings program lets consumers save twice – first at the till, then by saving energy costs for years to come."

Since the Instant Savings Program was launched in April of 2017:

- Albertans have purchased over 10 million products at more than 600 retail locations.
- Approximately 11 million GJ of energy has been saved over the lifetime of the products sold; this equals all the energy needs of about 106,000 homes for one year.

Approximately 400,000 products are expected to be sold during the fall 2018 campaign at more than 370 retail locations across the province. A milestone will also be reached with the sale of the 10 millionth LED bulb as part of the program.

"RONA is once again pleased to participate in Instant Savings," said Rod Laing, RONA Store Manager in Red Deer. "Our customers appreciate the savings right at the till on products they use everyday."

Learn about other ways to save money and energy through energy efficiency programs at efficiencyalberta.ca.

Media only contact

Doris Kaufmann Woodcock

Director, Communications & Public Affairs

Energy Efficiency Alberta

403-804-3841 / media@efficiencyalberta.ca