



Greenlite Giveaway Lights Up Microsoft Cafes

Seattle, WA, March 14, 2008 --(PR.com)-- Greenlite Lighting Corporation recently gave away 32,000 Compact Fluorescent Light (CFL) bulbs to Microsoft employees on the company's Redmond Campus. The giveaway took place at various Microsoft Cafes on February 28. Huge boxes of the environmentally progressive CFLs were delivered in anticipation of employees lining up for the energy-saving bulbs.

The “Greenlite” giveaway was the brainchild of Microsoft managers Rafferty Lengle and Josh Henretig. Lengle and Henretig who meet regularly to brainstorm entrepreneurial ideas and industry innovations for several years. They had both been reading about CFLs and immediately recognized how getting a large group to switch a few CFLs for their old incandescent bulbs would pack a significant earth-saving punch.

“People can get behind CFLs because they are a simple solution whose benefits impact not only the environment, but people's wallets as well. My hope is that we demystify the CFL so people can let those benefits sink in,” said Henretig.

“Who doesn't want to save on their electric bill and decrease their carbon footprint? It starts with a four pack of CFLs, but we don't want people to stop there; we want this event to serve as a catalyst to replace as many incandescent bulbs with CFLs as possible. When you think about entire households making the switch..the benefits are mind blowing,” said Lengle.

According to the Environmental Protection Agency (EPA), one CFL can save the world more than 450 pounds of emissions from a power plant over its lifetime.

Lengle and Henretig networked within Microsoft to see if staging a CFL giveaway on campus would be possible. With Microsoft providing the venue, the Microsoft managers reached out to Greenlite Lighting Corporation's Director of Sales Tom Cohen, who enthusiastically agreed to supply the bulbs. The group partnered with Puget Sound Energy, and Snohomish County PUD to stage a mass dispersal of four packs of CFLs.

“Josh and Rafferty possess entrepreneurial spirit with an environmental conscience. My mission and my company's mission have always extended beyond selling a product. Greenlite wants to raise public awareness about reducing global emissions and how CFLs can play a role in that. We can save the earth and a few bucks, too,” said Greenlite CEO and President Nina Gupta.

###

For more information on Greenlite Lighting Corporation, visit www.greenliteusa.com

For media inquiries, or to schedule an interview, please contact
Renee Miller, The Miller Group, (310) 442-0101



Contact Information:

The Miller Group
Tina Montri
310-442-0101
tina@millergroup.net
www.millergroup.net

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/76414>

News Image:

