

Every Day Matters at JCPenney

The slogan at the JCPenney Company, Inc. is, "Every Day Matters." This was especially true on April 22 when the JCPenney Home Office held its third annual Earth Day Event.

Headquartered in Plano, Texas, JCPenney has over 1,000 department stores throughout the United States and Puerto Rico and is one of OSRAM SYLVANIA's top national accounts. They recently received the ENERGY STAR Sustained Excellence award after twice being named ENERGY STAR Partner of the Year for Energy Management. With this record of achievement, it is no surprise that JCPenney employees are aware of the impact they, too, can have on the environment, both at work and home.



Rob Keller, Professional Engineer and Energy Management & Engineering Services Director for JCPenney Co. adds, "The JCPenney Earth Day event is another way that we demonstrate 'Every Day Matters.' Over 75 community vendors provided demonstrations and education to JCPenney associates through earth friendly lifestyles, products, materials and equipment. This amazing event demonstrates many opportunities to be more Earth friendly. Having SYLVANIA as a partner at the JCPenney Engineering / Energy Team booth has helped promote the use of compact fluorescent lamps (CFLs) with our JCPenney associates. By using CFLs, we reduce CO2 emissions and energy demand which is aligned with our efforts to be socially responsible."



OSRAM SYLVANIA was represented by National Accounts Manager Paul Glaze and National Accounts Sales Representative Nate Hopkins.

 Glaze commented, "The level of interest in the SYLVANIA booth was extraordinary. Over the course of a few hours we interacted with more than 1,000 individuals on the topic of energy-efficient lighting. This demonstrates the emphasis on environmental responsibility within the JCPenney corporate culture."

OSRAM SYLVANIA provided one 13-watt compact fluorescent lamp to each individual who took the ENERGY STAR Change-A-Light Pledge. At the end of the day, over 1,300 pledges were received, with a total lamp commitment of over 6,000 CFLs.

Hopkins stated that, "Using the watt-meter display to demonstrate the energy required to illuminate a 60-watt incandescent lamp versus a 13-watt compact

fluorescent lamp really helped visitors to the booth understand the amount of cost savings they could be seeing.”

Photos by: Paul Glaze, OSI

Nate Hopkins, OSI

Jim Fleeker, JCPenney

Bonnie Jones, JCPenney

David Sergeant, JCPenney



SYLVANIA



www.sylvania.com



Introducing SYLVANIA Micro Mini Compact Fluorescent Bulbs

The **best things**
come in even **smaller packages**



- Celebrate this Earth Day with the EnergyStar qualified **SYLVANIA micro-mini Twist** – it's the smallest CFL on the market and designed to fit into virtually any light fixture!
- Going green can save you some green! Changing just one 60-watt incandescent for a micro-mini will save you \$56 over the life of the bulb!
- The **SYLVANIA micro-mini Twist** is available at your local Lowe's for \$9.98 for a 2-pack.
- Find out more about the **SYLVANIA micro-mini Twist** and other energy saving products at www.sylvania.com



Earth Day 2009 Promotion

Available Now!!



- Naed: 29633
- Earth Day Promotion with Shopping Bag attached to 3pk 13 watt CFL
- 42 sku Floor Display / Power-Wing

Help your retailers celebrate Earth Day with a value added three pack 13 watt mini compact fluorescent with a reusable shopping bag attached directly to the package! The bag is free to the consumer!



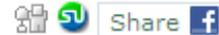


April 21, 2009
857 Impressions

Sylvania's giving away free ice cream in NYC!

April 22, 2009

posted by Cecilia · 0 comments



Do you live in New York City? This bit of fun news made me wish I did.

In celebration of Earth Day, SYLVANIA (the lighting innovations leader) will have an ice cream truck roaming the streets of New York City and giving away FREE soft serve ice cream (yeah, coz they have those swirly-shaped CFL bulbs). They will also give out coupons and share tips on going green and saving green when using their eco-friendly lighting products.

You can find the Sylvania Ice Cream Truck here: Lowe's Brooklyn, Union Square, Times Square and Bryant Park.

Nutrition Nibbles

April 22, 2009
TBD Impressions

WEDNESDAY, APRIL 22, 2009

Earth Day Freebies



Go to any Starbucks in Canada (some US stores may be participating) or Target in the States with a reusable cup or tumbler and a free fill of brewed coffee. (on any day, Starbucks will offer a \$0.10 discount when you bring a reusable cup).

Bring 3 empty plastic bottles to a [Disney](#) store and get a free gift.

If you shop at Walgreens today, you'll get a free re-usable shopping tote.

Reynolds is offering a free 100% recycled aluminum foil with a mail-in rebate.

Click [Here](#) for information.

Live in New York? Lightbulb maker Sylvania is driving a branded Mister Softee truck around New York City and giving out [free](#) soft serve ice cream and distributing product coupons for Sylvania CFLs. The truck stops first at 10 a.m. at the Lowe's in Brooklyn, then heads into Manhattan to stop at Bryant Park around 12 p.m. and then Times Square at 1 p.m.



April 22, 2009
1,389 Impressions

Free Earth Day Stuff | Save Money and Help the Environment

Another dose of free ice cream

Sylvania, one of the United States' biggest light bulb makers, will have drivers scattered about in [New York](#) handing out free soft serve ice cream and product coupons for CFL bulbs.

There's more free ingestables where that came from. Many Starbucks locations will fill your reusable mug for free today, and Jones Soda will give you a free one if you promise to always recycle. If you don't live near a Jones Soda store, you can [order your soda](#) and make your recycling pledge online.

<http://personalmoneystore.com/moneyblog/2009/04/22/free-earth-day-stuff-save-money-environment/>

Primetime Parenting

April 22, 2009
27 Impressions

Happy Earth Day! Switching to a Sylvania CFL is still one of the easiest ways to both go green and save some green! FREE Mr. Softee soft serve Cream in NYC!

Posted by [Esti](#) on 04/22/2009



Happy Earth Day! FREE Soft Serve Ice Cream in NYC and Sylvania Light Savings and More

In honor of Earth Day and the iconic shape of a compact fluorescent light bulb, Sylvania will be driving a branded Mister Softee truck around Manhattan and giving out FREE soft serve ice cream and distributing product coupons for Sylvania CFLs. Switching to a CFL is still one of the easiest ways to both go green and save some green!

In particular, Sylvania is using Earth Day to tout its Living Spaces CFL collection which features an industry-exclusive, enhanced phosphor blend that delivers a warm, cozy light for the home. In the past, consumers have cited the harsh glare of older CFL models and put them in attics, closets or the basement. Living Spaces CFLs, however, are designed for the rooms we actually live in!

Not only do they last 13 years and save up to \$56 over the life of the bulb. That means if you switch just one incandescent bulb you'll save \$56, switch five and that's almost \$300 in savings!

Suddenly Frugal Blog

April 21, 2009
Impressions TBD

[Update on Suddenly Frugal, The Book](#)

APRIL 21, 2009...2:00 AM

More Free Stuff for Earth Day

[Jump to Comments](#)

Turns out that plenty of people are interested in finding out about freebies for Earth Day. I know this from the search terms that people have been using lately

to find my blog—and click on my recent “Free Stuff for Earth Day” post. In fact, it’s been the most popular post this past week.

Given that there is still a sustained interest in finding out about more free stuff on Earth Day (tomorrow), and many of the deals I’d highlighted previously were for this past Sunday only, I’ve decided to do this roundup of additional deals to be had for Earth Day. Enjoy.

Tote Bags for the Taking

- Spend \$30 or more on green and natural products on Drugstore.com, and you’ll get a [free Seventh Generation tote bag](#) that’s filled with \$40 worth of samples.
- Walgreens will be giving away a free tote bag, though I haven’t been able to confirm at this point what kind of purchase is necessary to receive the bag.
- Puget Sound-area [Metropolitan Market](#) is celebrating Earth Day with a month-long special offer on its popular reusable shopping bag, the REbag: Buy one for \$1 between April 22 and May 5, and get a second REbag free.
- Bring in five plastic bags to any H.E.B. store in Texas April 22 from 3 p.m.-7 p.m. and receive a coupon for a free green reusable shopping bag (thanks to [Houston on the Cheap](#) for the heads up about this deal).
- This Saturday, April 25th (a few days late for Earth Day but cool nonetheless), Wegman’s will take plastic shopping bags off your hands to



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be recycled and, in return, will give you a [free Wegman's reusable shopping tote](#).

- Publix stores are giving away reusable bags if you buy certain GE CFLs. (Can't confirm which ones, though.)

Gratis Grub

- Lightbulb maker Sylvania is driving a branded Mister Softee truck around New York City and giving out free soft serve ice cream and distributing product coupons for Sylvania CFLs. The truck stops first at 10 a.m. at the Lowe's in Brooklyn, then heads into Manhattan to stop at Bryant Park around 12 p.m. and then Times Square at 1 p.m.
- If you live in Seattle and can visit the Jones' Soda headquarters, you'll get free soda. If you don't live nearby but pledge to recycle on Earth Day and everyday, you'll get a [coupon sent to you for free soda](#).
- Bring a reusable mug with you to your local coffee house and you might just be able to fill up on some free java. Some Starbucks in the U.S. and Canada are participating, though I couldn't confirm that it was an across-the-board promotion.

Miscellaneous Free Stuff

- Get a [free roll of Reynolds Wrap Foil from 100% Recycled Aluminum](#), with a mail-in rebate (up to \$3.99). The rebate is available for download

▪ [Get a free roll of Reynolds Wrap Foil from 100% Recycled Aluminum](#)

the Pump

- [Cheap Tricks](#)

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SYLVANIA
Consumer PR Recap
Earth Day Recap
April 2009

May 6, 2009



OSRAM
SYLVANIA



PR for Earth Day

Objective:

- Highlight SYLVANIA's sustainability messaging when energy-efficiency is top of mind for consumers and media

Strategies:

- Leverage Earth Day calendar milestone to promote Living Spaces as a must-consider CFL choice for the home
- Utilize program to support key ongoing SYLVANIA partnerships (e.g., retail, EnergyStar)

SYLVANIA Show & Tell

- SYLVANIA ice cream truck parked on the PIX NY Morning News studio plaza in New York City where Stephanie J. Anderson served as company spokesperson
- PIX NY aired **two in-depth interviews** with Stephanie in addition to teasers
- Segments concluded with anchors showcasing SYLVANIA Living Spaces and enjoying their free ice cream on-air!
- Commuters also got in on the fun with product coupons and a tasty treat on their way to work or school



SYLVANIA Surround Sound

- Parked the SYLVANIA ice cream truck in front of retailer partner Lowe's in Brooklyn, NY to engage customers and talk up the micro-mini Twist CFL
 - » A few consumers even walked out with SYLVANIA CFLs!
- Gray skies couldn't slow us down in Times Square – consumers lined up to learn about SYLVANIA products and sample free ice cream
- What we heard from some of the consumers...

I forgot today was Earth Day – thanks for the reminder!



The ice cream shape really does look like A CFL!

This is a great and creative promotion to help spread the message about being environmentally-friendly!



What a fun way to celebrate Earth Day!

The SYLVANIA Truck *Drives* Chatter

- Engaged mom and lifestyle bloggers to generate consumer/reader interest



Syndicated Series

- Conducted targeted short-lead media outreach for SYLVANIA's environmentally-smart product lines, including a syndicated story in *Newsday* that ran in 27 additional outlets

Chicago Tribune
chicagotribune.com

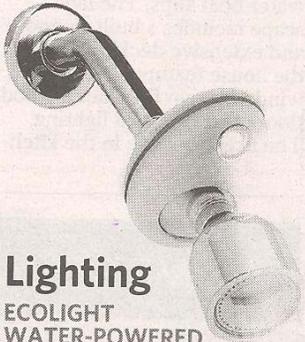
Newsday

OrlandoSentinel.com

Hartford Courant
courant.com



 baltimoresun.com



Lighting
ECOLIGHT
WATER-POWERED
LED SHOWER LIGHT
BY SYLVANIA
PRICE \$29.98 at Lowe's
WHY IT'S GREEN This LED light operates without batteries or electricity: It's powered by the water flow. Installs easily without tools; just remove the showerhead, slip the light over the pipe, and reattach the showerhead.

 dailypress.com

SYLVANIA Stats

- Distributed more than **950 product coupons distributed** and **850 ice cream cones**
- Garnered more than **2.4M media impressions**
- Reached approximately **983,000 unique visitors online**

Key Learnings for Discussion

- Ice cream truck provided an unexpected “vehicle” to help tell the SYLVANIA Earth Day story and program was largely well-received as witnessed by a live news remote in the #1 media market
 - Continue to explore ways to highlight OS products in fun, interactive ways while balancing sustainable messaging and refraining from negative attention (e.g., vocal bloggers)
- A branded company spokesperson helped us successfully deliver target key messaging. Mediagenic third-party celebrity spokesperson can also help message break through for broader media interest, however, we need to look to confirm a talent with a payment versus relying on a sometimes-unreliable celebrity wrangler
 - Names that are recognizable are \$10k+
- Guerilla marketing tactics are unexpected and unconventional
 - This type of programming is successful in geo-targeting large groups of people in one spot or a few spots, but requires flexibility
 - We need to be even more proactive in the selection of the street team we work with

OSRAM Sylvania - www.sylvania.com

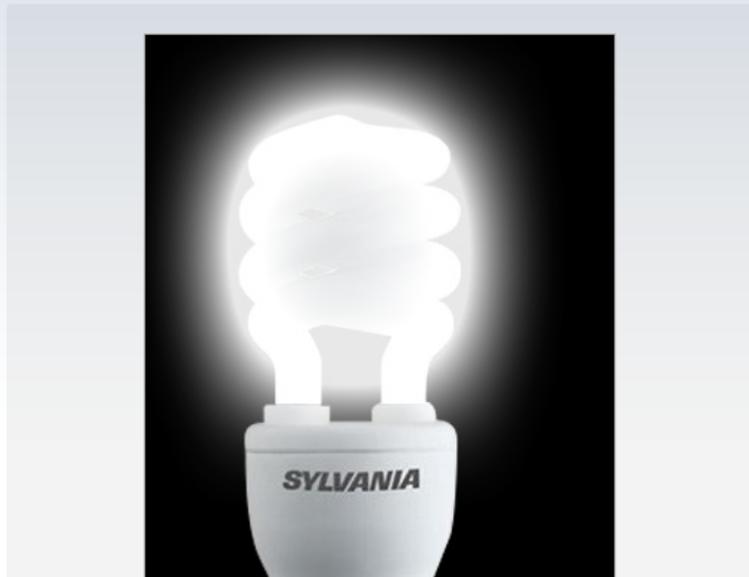


Light Bulb

Category: Lifestyle
Released Mar 24, 2009
Seller: Henry Nguyen
© 2009 OSRAM Sylvania
Version: 1.0
0.2 MB

Free [GET APP](#)

Rated 4+



APPLICATION DESCRIPTION

Tired of fumbling around in the dark? Need a little extra light? SYLVANIA, the leader in energy-efficient lighting has the right iPhone app solution for you. The SYLVANIA CFL Light Bulb. You'll get on-demand lighting in the palm of your hands, and be a little greener in the process.

The SYLVANIA lighting app lights up your iPhone with a simulated SYLVANIA CFL. Most true SYLVANIA CFLs carry the ENERGY STAR® logo, the symbol for energy efficiency that will help you save energy and money in your home or office.

Want to turn your iPhone into a CFL today? Simply download this free app then tap the on button to get some extra light in your life. Want to control your light bulb? Just dim or brighten the bulb using the touch screen.

This app was created in partnership with Greenwala.com the Green Social Network.

LANGUAGES:
English

REQUIREMENTS:
Compatible with iPhone and iPod touch
Requires iPhone OS 2.0 or later

[OSRAM Sylvania - www.sylvania.com Web Site](#) ↗

[Light Bulb Support](#) ↗

[ALL APPLICATIONS BY OSRAM SYLVANIA ...](#) ↗

[TELL A FRIEND](#) ↗

[APP STORE FAQs](#) ↗





Overnight Dining
Keynote & Celebration
Presented by KOHLER
Wednesday, December 11th, 2008
5:00pm - 11:00pm
Chase Ballroom
111 E. Jefferson Street
AZ

KOHLER
KOHLER
KOHLER

KOHLER
KOHLER
KOHLER

SYLVANIA 

EARTH DAY EVERYDAY CHALLENGE



GRAND PRIZE

A carbon-free national
park vacation for four!

FIRST PRIZE

Illuminate your home for
years to come! 50 lucky
winners receive **SYLVANIA**
Compact Fluorescent
ENERGY STAR® qualified,
energy-efficient light bulbs.



www.SYLVANIA.com

ENTER TO WIN

OhRanger.com/GoGreen

Go to OhRanger.com/challenge for rules and entry information.



CANON
PHOTOGRAPHY IN THE
PARKS
PHOTO CONTEST

VOTE FOR YOUR FAVORITES BY NOVEMBER 23RD
and enter for a chance to win an EOS Rebel T1i!

VOTE NOW

Photo by Robert Blanchard

HOME • BROWSE QUESTIONS • NEWSLETTER • GEAR STORE ADD THIS

OhRanger.com BETA

Search OhRanger.com Join Now Sign In

Sylvania Earthday Everyday Challenge 2009 - 2010

SYLVANIA
EARTH DAY EVERYDAY
CHALLENGE

GRAND PRIZE
A carbon-free national park vacation for four!

FIRST PRIZE
Illuminate your home for years to come! 50 lucky winners receive SYLVANIA Compact Fluorescent ENERGY STAR[®] qualified, energy-efficient light bulbs.

ENTER TO WIN
GoGreen.com/GoGreen
Go to OhRanger.com/challenge for rules and entry information.

Go Directly To A Park

Start typing site name **Go!**

CANON
PHOTOGRAPHY IN THE
PARKS
PHOTO CONTEST

VOTE FOR YOUR FAVORITES BY NOVEMBER 23RD
and enter for a chance to win an EOS Rebel T1i!

VOTE NOW

Photo by Robert Blanchard

Oh, Ranger!

How can I stay safe in bear country?

00:00 / 01:38

Complete the following form and enter to win a carbon-free trip to a national park and other great prizes, including a case of Sylvania Compact Fluorescent lightbulbs so that you can start making a difference at home!

Rules & Reqs

Email Newsletter
I want the inside scoop - please send me email updates!

First Name: *



3.7" tall

(the smallest CFL on the market)

lasts 12,000 hours

(4,000 more hours than other CFLs)

\$56 lifetime savings

(\$18 more than the competition)

soft white light

(as bright as a 60W bulb)

instant-on

(no waiting for a warm-up)

© 2009 OSRAM SYLVANIA

The bulb by which all others will be measured.

The CFL Micro-Mini from SYLVANIA delivers a savings of \$56 over its 11-year lifetime, all this while producing the same light as bigger bulbs. The bar has just been raised.



SEE THE WORLD IN A NEW LIGHT

SYLVANIA





It can help save the planet.

Not to mention a decorating problem.

The SYLVANIA Micro-Mini CFL. It uses 75% less energy, saves \$112 in energy costs and lasts 11 years. Plus, it gives off the soft light you love for the way you live. Lighting for your space, your wallet, your planet.



SEE THE WORLD IN A NEW LIGHT

SYLVANIA



How many light bulbs
does it take to change
the planet?



Saves \$112
in energy costs*

*Lamps are sold in 2 pack; each bulb saves \$56.00 in energy costs over the average rated life (12,000 hrs) of the lamp compared to a 60w (1,000 hrs) incandescent bulb.

SIEMENS



SYLVANIA
SEE THE WORLD IN A NEW LIGHT

LOWE'S
Let's Build Something Together

AVAILABLE AT LOWE'S.

SYLVANIA SOFT

Green Tips

START DATE: 00/00/00
END DATE: 00/00/00

Instructions: Double Space, 12 Font and use all CAPS

1 NORTHEAST ELECTRICAL DISTRIBUTORS PROUDLY PRESENTS PROJECT GREEN
2 LIGHTS, A PROGRAM DESIGNED TO PROMOTE ENERGY EFFICIENCY...HERE ARE
3 A FEW TIPS TO SAVE: DID YOU KNOW THAT IF EVERY AMERICAN REPLACED
4 JUST ONE LIGHT BULB WITH AN ENERGY STAR QUALIFIED COMPACT
5 FLUORESCENT LIGHT BULB, IT WOULD PREVENT GREENHOUSE GASES
15 Seconds 6 EQUIVALENT TO THE EMISSIONS FROM 800,000 CARS AND SAVE \$600 MILLION A
7 YEAR IN ENERGY COSTS? SIMPLE THINGS LIKE THAT MAKE THE WORLD A
8 GREENER PLACE. BROUGHT TO YOU BY THE WINNING COMBINATION OF
9 NORTHEAST ELECTRICAL DISTRIBUTORS AND SYLVANIA, SEE THE WORLD IN A
30 SECONDS 10 NEW LIGHT. GO TO PROJECTGREENLIGHTS.COM FOR MORE INFO.
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1 MINUTE 18
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4 JUST ONE LIGHT BULB WITH AN ENERGY STAR QUALIFIED COMPACT
5 FLUORESCENT LIGHT BULB, IT WOULD SAVE ENOUGH ENERGY TO LIGHT MORE
15 Seconds 6 THAN 3 MILLION HOMES A YEAR? DON'T LEAVE YOUR VIDEO GAMES ON PAUSE
7 OR THE COMPUTER IN SLEEP MODE BECAUSE THEY ARE STILL USING ENERGY.
8 BROUGHT TO YOU BY THE WINNING COMBINATION OF NORTHEAST ELECTRICAL
9 DISTRIBUTORS AND SYLVANIA, SEE THE WORLD IN A NEW LIGHT. GO TO
30 SECONDS 10 PROJECTGREENLIGHTS.COM FOR MORE INFO.

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4 USED BULBS WITH ENERGY STAR RATED COMPACT FLUORESCENT BULBS, YOU
5 WOULD SAVE \$60 A YEAR? EVERY BULB CHANGE OR FLICK OF THE SWITCH IS A
6 STEP IN THE RIGHT DIRECTION TO LIVING A GREENER LIFE. BROUGHT TO YOU
7 BY THE WINNING COMBINATION OF NORTHEAST ELECTRICAL DISTRIBUTORS
8 AND SYLVANIA, SEE THE WORLD IN A NEW LIGHT. GO TO
9 PROJECTGREENLIGHTS.COM TO LEARN MORE.

15 Seconds

30 SECONDS

1 MINUTE

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3 A FEW TIPS TO SAVE: IF WE ADDED AN ENERGY STAR LIGHT BULB FOR EVERY
4 CHILD IN AMERICA, EACH YEAR WE WOULD SAVE ENOUGH ENERGY TO LIGHT
5 NEARLY 2 MILLION HOMES, SAVE \$380 MILLION ON ENERGY BILLS, AND REDUCE
6 GREENHOUSE EMISSIONS EQUIVALENT TO MORE THAN HALF A MILLION CARS.
7 BROUGHT TO YOU BY THE WINNING COMBINATION OF NORTHEAST ELECTRICAL
8 DISTRIBUTORS AND SYLVANIA, SEE THE WORLD IN A WHOLE NEW LIGHT. GO TO
9 PROJECTGREENLIGHTS.COM TO LEARN MORE.

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3 A FEW TIPS TO SAVE: DID YOU KNOW THAT CLEAN BULBS & LIGHTING FIXTURES
4 GIVE OFF MORE LIGHT THAN DIRTY ONES? OR THAT BY REPLACING 25% OF THE
5 LIGHTS IN YOUR HIGH TRAFFIC AREAS WITH ENERGY STAR COMPACT
15 Seconds 6 FLUORESCENT BULBS YOU CAN SAVE ABOUT 50% ON YOUR LIGHTING
7 EXPENSES? BROUGHT TO YOU BY THE WINNING COMBINATION OF NORTHEAST
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3 A FEW TIPS TO SAVE: DID YOU KNOW THAT AT COLLEGES AND UNIVERSITIES IN
4 THE U.S, LIGHTING REPRESENTS 31% AND SPACE HEATING ACCOUNTS FOR 28%
5 OF ALL ENERGY USES? USING MOTION SENSORS OR TIMERS ON LIGHT BULBS
6 WILL DRASTICALLY LOWER BOTH ENERGY USE AND ENERGY COSTS. BROUGHT
7 TO YOU BY THE WINNING COMBINATION OF NORTHEAST ELECTRICAL
8 DISTRIBUTORS AND SYLVANIA, SEE THE WORLD IN A NEW LIGHT. GO TO
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How many light bulbs
does it take to change
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Saves \$112
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