



Con Edison
Customer News
DECEMBER 1990

Enlightened Energy: A powerful new idea

Introducing Enlightened Energy
Enlightened Energy is the largest, most ambitious program of its kind ever undertaken by Con Edison.

What is Enlightened Energy?
Enlightened Energy is a new approach to using energy. It doesn't ask people to do without. Instead it asks all of us to use energy wisely and efficiently.

What are the benefits of Enlightened Energy?
If we use our energy efficiently, we'll help preserve our environment and contribute to our area's economic growth. We'll reduce our dependence on foreign oil, keep the cost of electricity down, and help secure a reliable power supply for decades to come. All without sacrificing the comforts we've become accustomed to.

How can we practice Enlightened Energy?
Enlightened Energy offers dozens of ways to save. Some are fairly simple, like replacing regular light bulbs with compact

fluorescents. They last ten times as long and use 75 percent less electricity to provide the same amount of soft light. Others are on a larger scale, like helping businesses install energy-efficient air conditioning, lighting and motors.

Con Edison's role in Enlightened Energy
Con Edison is offering financial incentives, technical assistance and informational programs to residential and business customers to help them use energy efficiently.

Your role in Enlightened Energy
Using electricity efficiently — at home and at work. Please take the first step by calling us at 1-800-343-4646, or by sending us the coupon below to receive our free booklet. It will explain the many new ways Con Edison can help you.

Will Enlightened Energy work?
Yes, if everybody works together. Remember, we all have the power to use energy wisely.



JONATHAN SLAFF

Ht: 5'11" Wt: 163 Hair: Brown Eyes: Blue
 Suit: 40L Shoe: 12D Shirt: 15½ - 33
 Waist: 34 Inseam: 32-33 Hat: 7¼ Glove: 9