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Downtown's Holiday Lights Go Green!

*Renewable Energy Credits from Pacific Power, PGE Plus
New LED Lights Make Downtown's Light Sustainably Powered, Energy Efficient*

PORTLAND, Ore. – Today, in front of the Fox Tower building, Portland's downtown property owners, retailers and electric utilities came together to unveil downtown's new "green" holiday lighting program. This year's lights are not only brighter, but are also more sustainable thanks to new LED lights and renewable energy credits. Downtown property owners, which fund the lighting program, invested in 22,000 strands of new LED lights for the roughly 700 trees along 70 blocks in the retail core.

The energy savings from the LED lights totals 320,000-kilowatt hours, enough energy to power the 27-story Fox Tower office building for approximately two weeks. Additionally, Pacific Power and Portland General Electric, the electric utilities serving the downtown area, arranged for the renewable energy credits to green the program. The Standard also purchased the Business Energy Tax Credits, which was critical to the affordability of the program. The lights will remain up through January 30.

"Portland is known for being an environmental leader and now the downtown holiday lights represent Portland's commitment to sustainability," said Sandra McDonough, President and CEO of the Portland Business Alliance. "We thank Pacific Power, Portland General Electric and The Standard for continuing to be outstanding community partners and providing the renewable energy. And we salute the downtown property owners who, for the last seven years, have funded the holiday lights program."

The Alliance manages the annual tree lighting program on behalf of property owners in the downtown Business Improvement District, who cover the full costs of the lights installation, maintenance and electricity costs. Begun in 2002, the downtown holiday lighting program is one of the largest tree-lighting programs in the nation.

For the fourth year in a row, the Alliance is contracting with A Light Up Company of Beaverton. The company removed the old lights, which have been recycled, and installed the new LED light strands. The company uses installation techniques that are overseen and approved by the Urban Forestry Department to ensure no damage is done to the trees during the installation process.

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The Portland Business Alliance is Greater Portland's Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland's vibrant, growing downtown is a regional asset.