



CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
Department of Toxic Substances Control

NEWS RELEASE

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STATE SALUTES FRESNO'S FLUORESCENT LAMP TAKE IT BACK! AND CONSUMER OUTREACH CAMPAIGN

SACRAMENTO – The California Department of Toxic Substances Control, (DTSC) commends the city of Fresno on its ground-breaking fluorescent lamp Take It Back Campaign with Take It Back partners Pacific Gas and Electric, (PG&E), The Home Depot, Sesame Street, and the California Take It Back Partnership. The campaign's success headlined in the digital iMagazine, *Green Street Scene*, is being mailed to everyone in the city.

“Millions of fluorescent lamps are sold each year in California. When these mercury filled lamps reach the end of their life, the majority of them end up in residential trash leading to environmental degradation,” said Leonard Robinson of DTSC. Robinson served as Chair of the legislatively mandated Lighting Efficiency and Toxic Reduction Task Force that was charged with developing solutions for the challenge of residential end-of-life fluorescent lamps. “To properly manage and recycle these lamps, California residents need opportunities that are local, convenient and free, and that’s exactly what this programs offers.” he added.

According to Robinson, Fresno and its partners met three of the key recommendations that the Lighting Task Force developed in its recent report to the Legislature. It reached every home in the city, established free, local and convenient drop-off sites, and established a sustainable partnership through the California Take It Back Partnership, a nonprofit third-party organization.

In reaching out to its residents, Fresno used *Green Street Scene*, “*Your Personal Guide to Living Green!*” an interactive compact disk magazine. This first-in-the nation pilot in “direct to home” outreach features Sesame Street’s Oscar the Grouch. The famous Muppet residing in a trash can promotes the use of compact fluorescent lamps (CFLs) over incandescent bulbs.

Using CFLs saves energy, is better for the environment and, importantly for consumers, saves money on energy bills.

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FOR GENERAL INQUIRIES: Contact the Department of Toxic Substances Control by phone at (800) 728-6942 or visit www.dtsc.ca.gov. To report illegal handling, discharge, or disposal of hazardous waste, call the Waste Alert Hotline at (800) 698-6942.

The mission of the Department of Toxic Substances Control is to provide the highest level of safety, and to protect public health and the environment from toxic harm.