

FOR IMMEDIATE RELEASE

LED Lights to Decorate Montague Street Trees This Winter

BROOKLYN HEIGHTS, New York—October 29, 2009—The Montague Street Business Improvement District announced today that more than 15,000 LED lights would illuminate Montague Street this winter. In a pilot installation of this 'green' technology, the lights will decorate a selection of trees on each block of the district. The installation will be lit during the first week of November and is expected to remain up through February 2010.

"The BID is excited to offer this lighting program during the dark months of the year, and we're particularly pleased that we can do so while also using sustainable technologies," said Chelsea Mauldin, executive director of the Montague Street BID.

The lights are the most recent project in the BID's ongoing program exploring environmentally sustainable lighting technologies. The LED strands provide significant energy savings over regular incandescent bulbs, generating as much as four times the lumens per watt as standard lighting. They're also particularly appropriate for landscaping installations, as they produce very little heat and are able to withstand both temperature shifts and impact.

The mission of the Montague Street Business Improvement District is to improve all aspects of Montague Street, from beautifying the public realm to supporting our local merchants and national retailers. We're committed to making Montague Street a great place to work, live, and shop. More information is available on our website, <http://www.montagueBID.com/>.

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