

**FOR IMMEDIATE RELEASE:**

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**Kentucky NEED Project Wins 2010 Community Luminary Award**

On October 21, 2010, the Kentucky NEED Project received the 2010 Community Luminary Award from the Kentucky Department for Environmental Protection Cabinet in recognition of their exemplary efforts in community-based environmental education and outreach for their Change the World, Start with Energy Star campaign. The award was presented during the annual Governor's Conference on the Environment.

For the past three years, the Kentucky NEED project has conducted a community-based energy education and outreach program titled Change the World—Start with ENERGY STAR®, part of ENERGY STAR's® national initiative. The project involved awarding \$150.00 and \$350.00 mini-grants and companion educational materials from NEED to Kentucky schools, colleges and non-profit organizations. Grant recipients used the funds to design and facilitate programs to educate groups about energy, the impact on the environment and ways to manage their energy behaviors, specifically in the area of energy consumption, in order to live sustainably.

The mini-grants were used by applicants to encourage all Kentucky residents to join with millions of other Americans to take small, individual steps that make a big difference in the fight against global climate change. Kentucky NEED students participating in this project have reduced greenhouse emissions by 80,292,935 pounds and educated more than 135,000 Kentucky residents about the connection between energy efficiency and protecting our environment.

