

News

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NEWS ADVISORY

GENTEX OPTICS RECEIVES“LIGHTING THE COMMUNITY” SCULPTURE FROM NATIONAL GRID

Seven-Foot CFL Bulb Awarded to Gentex Optics in Recognition of Company’s Dedication to Energy Efficiency

Worcester, Mass. (October 5) - National Grid has awarded a seven-foot tall sculpture of a compact fluorescent light bulb (CFL) to Essilor/Gentex Optics in Dudley, Mass. in recognition of the company’s dedication to energy efficiency and corporate sustainability. The sculpture, titled *By Hammer and Hand*, was painted by sixteen-year-old Keenan Cassidy and was unveiled in 2010 as part of National Grid’s “Lighting the Community” public art campaign in Worcester, Mass. The purpose of the campaign was to inspire customers to use ENERGY STAR® Qualified compact fluorescent light bulbs and to build awareness about energy efficiency in support of the “Change the World, Start with ENERGY STAR” campaign. The campaign, along with other energy efficiency programs, follows the industry-leading and long-standing Commonwealth of Massachusetts’ efficiency plans and Mass Save® initiative.

“We are so pleased to present this sculpture to Gentex Optics to celebrate their dedication to energy efficiency,” said Aleta Fazzone, director of Community and Customer Management for National Grid. “This CFL sculpture is a symbol of creativity in using energy efficiently and of a commitment to the environment that will help to propel us and our customers into a cleaner, greener future.”

Following brief remarks from Aleta Fazzone of National Grid and Eric Javellaud, executive vice president of Operations at Essilor/Gentex Optics, National Grid presented Bill VanWieren, plant manager from Essilor/Gentex Optics with a \$450,000 incentive check for their recent energy

efficiency upgrades (specifically for a process chiller upgrade project that will be done this year). These upgrades are estimated to save Essilor/Gentex Optics approximately 1,166,181 KWh per year, totaling over \$1.2 million dollars in energy costs saved to date. Massachusetts State Senator, Richard Moore and Massachusetts State Representative, Kevin J. Kuros also were in attendance to see the unveiling of the sculpture and to attend the reception following the press conference.

Essilor/Gentex Optics and National Grid have a long and valued relationship and a unique partnership in implementing energy conservation projects, resulting in the completion of at least 40 projects since 1991. Essilor/Gentex Optics sees the value in energy conservation as a means of achieving aggressive internal targets for cost competitiveness with an environmentally friendly approach. "Mass Save has been an indispensable partner in our journey to achieve our energy goals," said Edward Chamberland, facility manager at Essilor/Gentex Optics.

About National Grid: [National Grid](#) is an international energy delivery company. In the U.S., National Grid delivers electricity to approximately 3.3 million customers in Massachusetts, New Hampshire, New York and Rhode Island, and manages the electricity network on Long Island under an agreement with the Long Island Power Authority (LIPA). It is the largest distributor of natural gas in the northeastern U.S., serving approximately 3.4 million customers in Massachusetts, New Hampshire, New York and Rhode Island. National Grid also owns over 4,000 megawatts of contracted electricity generation that provides power to over one million LIPA customers.

About Essilor/Gentex Optics: Essilor/Gentex Optics is the worldwide leader in the ophthalmic industry. We are dedicated to growing your business and enhancing customers' quality of life.

About the Artist: Cassidy's work is a culmination of imagery that explores the realm of the symbolic. For *By Hammer and Hand*, Cassidy juxtaposed plant and earth textures (using the fluid, rich line work of his locally known style) with imagery of past and present prominent Massachusetts figures.

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