

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

March 2010

Sterling Municipal Light Department (SMLD)

The Sterling Municipal Light Department will be opening its doors to the community for its annual Spring Open House between 10 a.m. to 2 p.m. on Thursday, April 22, 2010 at our Leominster Road location. Since the SMLD also celebrates its 100th year anniversary of formation in 2010, the theme will also be incorporated into our festivity. For example, sign up at the registration table and receive a complimentary recyclable bag and SMLD pen!

The day's activities will offer food and refreshments, a tour of the substation, a demonstration of how a squirrel can interfere with the electrical lines, face painting, prize drawings and more. One of the popular highlights, bucket truck rides, will also be featured. Flippo the Jugglin' Clown will also help the SMLD celebrate with his mix of clowning, juggling, magic shows, and balloon twisting. Children must be registered at the registration desk by a parent or legal guardian before participating in any events.

Our linemen and office staff will be available to answer questions about electricity and day-to-day operations. Please contact Julie Turini, Customer Support Specialist, for additional information.

To help commemorate its 100-year formation this year, the SMLD is offering a new rebate for insulation projects for existing homes, taking place within our customers' homes, three increased rebate amounts and two additional offerings for the Energy Star® Rebate Program in 2010. A representative from River Energy Consultants of Fall River, MA will also be on site to help explain these new programs. In addition, consumers may obtain our 2010 Energy Star® mail-in appliance rebate form on our Web Site or at Customer Service.

For more information on this event, call Customer Service at (978) 422-8267.

Contact:

John Kilgo, Jr.
General Manager
Sterling Municipal Light Department
50 Main Street
Sterling, MA 01564
Phone: 978-422-8267
Web site: www.energysterling.com