From: Jared Blumenfeld
To: Jared Blumenfeld
Subject: Fw: SCE 1 million refrigerator - updated briefing material
Date: 05/31/2012 07:08 PM

Sent by EPA Wireless E-Mail Services
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----- Original Message -----
From: Nahal Mogharabi
Sent: 05/31/2012 04:06 PM PDT
To: Jared Blumenfeld
Subject: Fw: SCE 1 million refrigerator - updated briefing material

talking points and pr below:

Southern CA Edison (SCE) recycles one millionth appliance

· Nearly six years ago when we launched EPA's Responsible Appliance Disposal (RAD) program, we recognized SCE as a founding partner.

· RAD partnership program's goal has been to encourage utilities, manufacturers and retailers to go above and beyond what our regulations required. Even at that time, SCE was at the forefront of that movement, ensuring that appliances were disposed of using the best available environmental practices.

· Partners prevent the release of toxics like mercury and PCBs. They also conserve natural resources and energy by recycling durable materials.

· During its time as a RAD partner, SCE's recycling efforts have avoided emissions of 177,000 pounds of substances that harm the ozone layer, and about 3.9 million metric tons of carbon dioxide equivalent.

· In terms of avoided greenhouse gas emissions, that's the same as keeping more than

760,000 cars off the road annually.

· In that same six years, EPA's RAD program has grown from having nine partners in its first year to having 47 partners today. The volume of appliances collected and properly handled has increased steadily since the program's inception.

· In the absence of RAD partners' efforts, old refrigerators and freezers either end up disposed of in unsafe, environmentally unfriendly ways -- or resold onto the market where they continue to strain energy demand.

· In 2010, RAD's 30 utility partners saved about 3 billion kWh by providing appliance recycling programs to about 27% of households in 26 states.

SCE is also a long-time ENERGY STAR partner

· Southern California Edison (SCE) delivers electrical energy solutions to nearly 14 million residents in southern and central California, using ENERGY STAR to present a consistent message on the benefits of energy efficiency to all California residents.

· Southern California Edison has been an ENERGY STAR partner since 1997 (15 years) and this year marks the 20th anniversary of EPA's ENERGY STAR Program.

· In March 2012, EPA recognized SCE with its 5th ENERGY STAR Sustained Excellence award.

· SCE has a long-standing commitment to ENERGY STAR and in 2011 alone SCE exceeded its electricity savings goals by delivering 1,694 GWh in energy savings and 324 MW of permanent demand reduction.

Green Jobs and ARCA (Appliance Recycling Centers of America)

· What makes today's ceremony even more meaningful is that it shows how environmental

results and jobs for the local community can go hand in hand. This ARCA facility is responsible for providing about 63 full-time green jobs.

· ARCA began operations in California in 1993 as part of the Rebuild Los Angeles initiative following the civil unrest that occurred at that time.

· 63 full-time employees are dedicated to the SCE work (typically increasing by approximately 25% during the busier summer months).

· To the employees here today, we applaud your efforts to help protect our environment.

· Congratulations again on reaching 1 million.

EPA, Southern California Edison Mark Recycling of 1 Million Refrigerators

$1 Billion in Energy Costs, 3.9 Million Tons of Carbon Dioxide Emissions Offset So Far

COMPTON, Calif., May 24, 2012 – Southern California Edison (SCE), one of the founding partners of U.S. EPA's Responsible Appliance Disposal (RAD) Program and a 2012 ENERGY STAR Sustained Excellence award winner, today reached a national conservation milestone by crushing its 1 millionth refrigerator. SCE is the first utility to achieve the 1 million mark. The event was held at an Appliance Recycling Centers of America facility that recycles household refrigerators and freezers, using best available environmental practices.

As one of EPA's 47 RAD partners, SCE's recycling efforts have avoided emissions of more than 177,000 pounds of substances that harm the ozone layer, and about 3.9 million metric tons of carbon dioxide, the equivalent of removing 760,000 cars from the road.

"We congratulate SoCal Edison and its customers for their efforts to protect our atmosphere and conserve energy," said Jared Blumenfeld, EPA's regional administrator for the Pacific Southwest. "The recycling of a million appliances makes a difference to the environment by safely disposing

ozone-destroying refrigerants, mercury and toxic PCBs."

Since 1994, SCE customers have recycled a million appliances, preserving 7.9 billion kilowatt-hours of electricity – or $1 billion in energy savings for SCE customers. Emissions avoided by taking those inefficient refrigerators and freezers off the grid equal:

- Planting 140 million trees.
- Powering 1.1 million California homes for a year.
- Removing 760,000 cars from the road.

"The credit for this milestone goes to our customers for their enthusiastic participation," said Gene Rodrigues, SCE director of Energy Efficiency and Customer Solar. "SCE's energy efficiency programs are crucial to the success of California's ambitious environmental goals."

Without programs such as this one, old refrigerators and freezers may be disposed in unsafe, environmentally unfriendly ways, or sold secondhand (in Southern California, for example, an old inefficient refrigerator can waste up to $180 a year in electricity costs). These efforts work to recover and reclaim or destroy ozone-depleting substances from old household appliances, minimizing harmful emissions and keeping recyclables out of landfills. It is illegal to dump a refrigerator in a California landfill.

SCE's Appliance Recycling Program offers customers $35 for their old, working refrigerators or freezers, and free pickup. Those who want to learn more about SCE's refrigerator recycling may visit www.sce.com/pickup, or call 800-324-9722.

To thank its customers for reaching this conservation milestone, SCE is giving away an ENERGY STAR-qualified refrigerator. Customers can enter through July 31 at www.facebook.com/socaledison, and talk about appliance recycling on Twitter with the hashtag #SCEfridge. SCE also has a short movie about the recycling process on its YouTube channel.

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The Environmental Protection Agency's RAD Program has 47 partners, including utilities, manufacturers and retailers, as well as state affiliates. Utility partners encourage the removal of inefficient refrigerators and freezers, typically by offering appliance owners a financial incentive for the collection of their old units, and/or by providing rebates toward the purchase of new ENERGY STAR qualified units. This helps utilities meet energy efficiency goals by reducing customer power needs, lowering customers' bills and avoiding the environmental and financial costs of building another power plant. Southern California Edison has been an ENERGY STAR partner since 1997; this year marks the 20th anniversary of ENERGY STAR.

An Edison International company, Southern California Edison is one of the nation's largest electric utilities, serving a population of nearly 14 million via 4.9 million customer accounts in a 50,000-square-mile service area within Central, Coastal and Southern California.

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