



# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

**10,000 Little (micro) Ideas to Keep You Believing in Cleveland**  
Makes good on their Promise to Fully Fund & Install LED Lighting in Tremont

“Envision Tremont in a whole new light”  
Tremont: Bright Future, Bright Lights, Big Project!

**Come join us on September 9 2011 during Tremont’s Artwalk**  
**Celebrate the Lighting Debut**

Festivities begin 8:30pm at the corner of Professor Avenue & College Street in Tremont

**“Tremont gets an A+ in Sustainability ~ Cutting Edge LED Sidewalk Lighting”**  
*Come “Flip the Switch” & celebrate the City of Cleveland’s 1<sup>st</sup> successful installment of LED Sidewalk Lighting down Tremont’s Professor Avenue!*

**CLEVELAND- Friday, September 9, 2011- 10,000 Little (micro) Ideas to Keep You Believing in Cleveland organization makes good on their Promise to Fully Fund & Install LED Lighting in Tremont.**

**BRAVO TREMONT-** Following in the footsteps of Charles F. Brush (In the 1880’s, he invented the first electric arc street light located in Cleveland Public Square), Tremont will be the 1<sup>st</sup> **neighborhood** in Cleveland to install sustainable LED lighting and be approximately the 15<sup>th</sup> State in the USA.

This great idea was decided upon by 700 people in Northeast Ohio who participated in a 10,000 Little (micro) Ideas organization event 2.5 years ago, where participants brainstormed how to improve the City of Cleveland’s Lifestyle.

**IDEA generated** – to improve the patron base of Cleveland by having better sidewalk lighting, which would allow for visitors and patrons to feel safer while visiting the city and surrounding neighborhoods.  
**Decision made** – Use modern, and architecturally sophisticated LED lighting on the building’s storefront to improve sidewalk lighting in the City of Cleveland.

Full steam ahead, the 10,000 Lighting Team formed and ventured into Tremont creating the 10,000 Tremont Lighting Project. The Team members consist of the Tremont Neighborhood & Business owners, Tremont West Development Corp., & supported by City of Cleveland Councilmen, Joe Cimperman, Cook Paving and Construction, Ullman Electric Co., and the City of Cleveland Economic Development Group (NRAP).

Come join us on September 9 2011, during Tremont’s Artwalk, to celebrate the lighting debut.  
Festivities begin 8:30pm corner of Professor Avenue and College Street in Tremont

After numerous months of research from working with GE and Philips lighting divisions, to many engineering consultants such as Doty & Miller Architects, the 10,000 Tremont Lighting Team has chosen to implement the Edge-LED & the Owl-LED Area light. These LED Lights were strategically placed to create a more visible storefront and to brighten the sidewalks down Professor Avenue.

**The Team found that LED lights are better for our environment and on our wallets, with an annual operating cost averaging 70% less than HID lights (approximately \$35/yr).** The Edge-LED light has a slim, low profile design, weather-tight LED driver compartment with a rugged housing made out of cast aluminum, as well as having an open grated top resulting in self-cleaning thus making this LED light one of the greenest products on the market right now. The Edge-LED light is manufactured by BetaLED (Wisconsin, USA based Company) and consist of 95% of the LED Lights purchased for this project.

The 10,000 Tremont Lighting Team was able to fully fund the installation and purchasing of the LED Lights by receiving grant funding, and through a Tremont restaurant fundraiser (Lago, Parallax, Fahrenheit, Treehouse and Bistro on Lincoln Park) to support the project. Without the help of this outside funding, the price for each LED light fixture and installation costs would have exceeded \$1,000.00 per LED light installation. The only cost to the building owner is the electricity and upon installation, the LED light fixture will become the property of the building owner.

Learn more at <http://www.10000littleideas.com>

*10,000 Little (micro) Ideas to Keep You Believing in Cleveland is a non-profit organization comprised of a grassroots organization led by emerging leaders whose focus is taking positive ideas and turning them into action within northeast Ohio (NEO). The organization provides an outlet for residents to share and implement their ideas to improve the region. 10,000 has five areas of focus: Economic Development, Green & Sustainability, Nonprofit, Lifestyle, and Idea Incubator.*

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