## **Bright Lights for Holiday Nights**

Everything you need to know about holiday lighting and LEDs!



GLOW & GROW

LEDs Are a Holiday Hit

2 out of 5

strands of holiday lights sold this year will be LEDs

consumers prefer

multi-color lights

of consumers preference white lights

GE's Color Choice™

Dual-color technology allows homeowners to alternate between **multi-color** and **warm, white lights** on the same strand.

## **LET IT SPARKLE**

Simple Tips to Light Up Your Home

TRY SYNCING holiday lights with music HIGHLIGHT with LED spotlights

12"

when decorating your tree, plan on using an average of

100–150 lights for every vertical foot of tree

connect 25 strands of LED lights to 1 plug

(That's more than **4x** what you can do with traditional holiday lights)

## **SAVE & SHINE**

GE LED Holiday Lights

available in 6 colorful options:

soft, warm white

bright, cool white

multi-color

red

blue green

9

use **80%** less energy



will shine for up to 20,000 hours

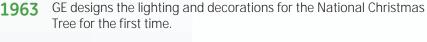


Always look for the UL logo on holiday light sets!

It highlights that the product has met UL standards for safety and performance.



## A Look Back at Lighting a National Treasure



1978 A 15-year-old, 30-foot-tall Colorado blue spruce is chosen as the new National Christmas Tree and relocated to President's Park.

2007 In an effort to make the National Christmas Tree more energy efficient, GE LED Christmas lights were used for the first time.

2008 Thanks to GE LED technology, the 2008 National Christmas Tree was 50% more energy efficient than the 2007 display.

GE proudly celebrates 54 years of designing the National Christmas Tree, decorating it with all LEDs, in partnership with the National Park Service and the National Park Foundation.