

# Philips lights the way for Jozi runners

Philips will light the Nelson Mandela Bridge in downtown Johannesburg on 21 March 2012 as 10 000 runners take part in the 10km night race, "Nike Run Free. Run Jozi".



"This is part of our city beautification project and we are proud to be helping to light this event," says John Westermeyer, marketing manager of Philips Lighting South Africa. Philips would like to wish all the runners the best of luck for their run through the city.

"Philips lit the Nelson Mandela Bridge using LED lighting in 2010 to not only create a safer environment for drivers and pedestrians crossing over the bridge, but improve the visibility of the bridge in a sustainable and energy efficient manner," he continues.

## "Stage for celebrations"

Since lighting this iconic landmark, the Nelson Mandela Bridge has been a catwalk for the finale of Joburg Fashion Week and a stage for celebrations during the Soccer World Cup in South Africa.

LED lighting is increasingly being used in cities and urban spaces to distinguish landmarks with colour, while at the same time lowering energy consumption by up to 80% when compared with older outdoor lighting technologies. The Nelson Mandela Bridge joins a prestigious list of global landmarks lit by Philips, including LED solutions used by the London Eye, the CN Tower in Toronto and Philadelphia's Avenue of the Arts.



For more, go to [www.lighting.philips.co.za](http://www.lighting.philips.co.za).

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