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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

## Join the ENERGY STAR Change a Light, Change the World Campaign

*Show your company's commitment to protecting the environment  
through energy efficiency.*

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every individual to help change the world, one light — one energy-saving step — at a time. October 3, 2007 is National ENERGY STAR Change a Light Day and serves to rally Americans around this call-to-action and launch activities nationwide. Organizations across the country help mark this day with events, local leader proclamations, and store promotions around energy-efficient lighting – and do educational outreach throughout the year.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at [www.energystar.gov/changealight](http://www.energystar.gov/changealight). The online pledge is a simple step anyone can take to join a growing community committed to save energy and help fight global climate change. *Americans in every U.S. state and territory have already pledged to replace more than 1 million lights collectively with ones that have earned the government's ENERGY STAR for energy efficiency!*

### Join the Campaign and Leverage Your ENERGY STAR Partnership

Company energy and community relations programs are invited again this year to play a leadership role in the campaign by setting a pledge goal and becoming an ENERGY STAR Change a Light pledge driver; or, for those who participated last year, to reset their pledge goal and target new audiences. In return, company pledge drivers receive unique online tracking tools which enable them to gain 'credit' for each pledge taken in their name, and a way to track progress against their goal on the ENERGY STAR web site. Each company pledge driver can watch their energy and environmental savings add up and then promote this success back to their employees, customers, and community.

Companies who sign up as pledge drivers also receive customizable materials and tools to engage their community and then demonstrate the difference they're making to preserve our nation's energy resources and environment.

Interested in leading a pledge competition or simply tracking the pledge progress among your member organizations, corporate divisions, or facilities? Sign up as an 'umbrella' pledge driver and invite groups to sign up as 'members' of your pledge driver group. To learn more and sign up, use the contact information below!

### *Free materials and resources for participating groups:*

- **Pledge Driver Online Pledge Tracking Page** – to track and promote your pledge progress
- **Sample E-mail Template** -- customize and send to members, employees, customers
- **Web Icons and Sample Linking Text** -- post on your web site, use in e-mail or web communications – link using your own unique URL provided by ENERGY STAR
- **Newsletter article** -- customize and invite your community to come together and pledge
- **Key Talking Points and Facts** -- build newsletter articles, web content, handouts, more
- **Press Release Template** – customize and promote your involvement in this national movement
- **Partnering Leads** - information on which lighting vendors, retailers, utility programs, and others are promoting efficient lighting

TO JOIN: Visit [www.energystar.gov/joinCAL](http://www.energystar.gov/joinCAL) and click on 'Become a pledge driver.' Contact Jessica Steiner, contractor to ENERGY STAR, with questions at (703) 247-6168 / [changealight@cadmusgroup.com](mailto:changealight@cadmusgroup.com).