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Join the ENERGY STAR® Change a Light, Change the World Campaign OPPORTUNITIES FOR SCHOOLS

Campaign Overview

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 of all ages around this call-to-action, and serves to launch the campaign 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. The campaign is timed to coincide with Energy Awareness Month and Daylight Saving Time, when lights tend to stay on longer.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at 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!*

The Educational Opportunity

Most of the electricity we use in America is generated by burning fossil fuels like coal and oil. So, when we use less energy, we reduce greenhouse gas emissions released into our air by power plants. These emissions are collecting in our atmosphere and are causing our climate to change. Most people do not realize that the average home is responsible for twice the greenhouse gas emissions as the average car. By working together to reduce our energy use at home, we can help reduce the risks of global warming and preserve our environment -- our life-support system.

Mary Lacy, 6th Grade Student

"We decided this was an important issue in Utah because we burn so much coal, and that produces pollution to create the energy going to the light bulbs. So we decided to clean up Utah."

- *Morningside Elementary School, Salt Lake City (Former Campaign Participant)*

About 20 percent of the average home's electricity use goes to lighting, and it's the easiest change we can make. ENERGY STAR qualified compact fluorescent light bulbs and fixtures last up to 10 times longer than standard bulbs and use about 75% less energy than the standard incandescent bulbs.

Join the Movement!

Schools play a vital role in this effort by educating students and communities about the link between energy use and our environment, about simple steps we can each take at home, and ways families and communities can make a lasting difference. **Visit the Change a Light Partner Resources pages at www.energystar.gov/joinCAL to learn more about this year's campaign, sign your class or school up to take a leading role with the pledge, and view downloadable and ready-made materials for schools.**

Ideas for participation include:

- Create a learning moment: Use classroom activities and lesson plans assembled by EPA, or your own creative ideas.
- Involve families: Encourage parents to take the ENERGY STAR Change a Light Pledge with their child.



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- Become an ENERGY STAR Change a Light pledge driver:
 - Sign up and set a goal for your class, grade level, or school for the number of pledges you'd like to achieve, then watch your energy and environmental savings add up! Students can track progress against their goal and print out a certificate for the class when their goal is met.
 - Consider creating a healthy competition between classes, grade levels, or neighboring schools. Your school's administration can sign up as an 'umbrella' pledge driver and track the progress of individual classroom's online pledges through their personal web tracking page.
 - Provide 'downloadable rewards' such as stickers and bookmarks to students.
 - Tie your effort to obtain pledges in with a community activity for greater impact and recognition.
- Recognize National ENERGY STAR Change a Light Day: Encourage students to prompt their local mayor or governor to mark October 3rd as "ENERGY STAR Change a Light Day." Participate in a local press event or set up an information booth at a local participating retailer or city/town hall on ENERGY STAR *Change a Light Day*.
- Consider selling ENERGY STAR qualified CFLs as a fundraiser for the school, a club, or a sports team.
- Take a fun campaign 'snapshot' with a 50-words or fewer description of your activity. Send it to ENERGY STAR to potentially have featured on the main campaign web site.

PLEDGE COMPETITIONS:
Interested in leading a pledge competition or tracking the pledge progress among classrooms in your school, or entire schools in your district? 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!

Online Resources and Campaign Contacts

ENERGY STAR offers a variety of Change a Light resources on its Web site to help you educate students, engage your community, and publicize your involvement, including:

- Classroom lesson plans and activity ideas – if you have a good activity to offer to our list, please let us know!
- Campaign Posters and Brochures – free upon request
- Fact Sheets – primarily adult-centric, but feel free to pull simple facts for your students
- ENERGY STAR Change a Light logos, Web banners, etc.
- Downloadable Rewards – stickers and bookmarks

The possibilities are endless! Visit the ENERGY STAR Change a Light Partner Resources pages at www.energystar.gov/joinCAL for more information or to sign up to help lead the pledge.

Connie Bond, Teacher

"We were proud to be able to partner with so many people in our community in this important event, including our Mayor and Wal-Mart. Most importantly, we were inspired by the dedication and knowledge displayed by our Wiser Miser Energy Team - who themselves represent the future generation - in educating our community about the long-term benefits of changing a light."

- *Connie Bond, Teacher, Huntingdon Primary School, Tennessee (Former Campaign Participant)*

TO JOIN: For questions about the campaign, to access all campaign materials and opportunities, and more, visit www.energystar.gov/joinCAL. Contact Jessica Steiner, contractor to EPA, with questions at (703) 247-6168 / changealight@cadmusgroup.com.