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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 *Opportunities for the Hospitality Industry*

### 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 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 Movement!

Companies and organizations wishing to participate in this campaign can access information and free materials from [www.energystar.gov/joinCAL](http://www.energystar.gov/joinCAL). Organizations can go further by becoming pledge drivers, setting a pledge goal and promoting planned activities to make their commitment known publicly by others. While many materials are already available on-line, organizations joining as pledge drivers get a customized page to track their progress on reaching their pledge goal.

#### *Hospitality partners can:*

- Use this ready-made platform to inspire employees and guests to save energy and help fight global warming
- Use the pledge to track your community's energy and environmental savings and promote the impact
- Access free templates, artwork, and ready-to-go event materials to promote the campaign and your involvement
- Send in a snapshot of a campaign event or activity and potentially have it featured on the main campaign Web pages

#### PLEDGE COMPETITION:

Interested in leading a pledge competition or simply tracking the pledge progress among your hotel facilities, corporate divisions, or other subset of your company? 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!

### Suggested Activities for Hospitality Companies

- Use the campaign to inspire employees to save energy and improve the environment and to highlight how your company is already making strides to save energy
- Inspire pledges via posters, email, bulletin, newsletter, events & outreach (see the numerous resources available via the ENERGY STAR Web site)
  - Add a link to the pledge from your Web site
- Consider incorporating a message and/or activity into your other environmental efforts (like saving water)



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- Include the information on your Web site, on in-room tent cards, brochures at the reception desk, etc.
- Allow free use of the business office computer for guests to take the pledge
  - Make it the “home page” on a designated computer throughout your campaign or on October 3, 2007
- Sign up as a pledge driver and get credit and recognition for motivating your employees and guests to take the pledge
  - Pledge drivers set a goal of 100 or more pledges
- Report back to employees, guests, and shareholders, if applicable, on how many greenhouse gas emissions were prevented through your participation as a pledge driver

### ENERGY STAR Qualified Lighting and Our Environment

- Most of the electricity in our country is still generated by burning fossil fuels, which releases greenhouse gas emissions into our atmosphere.
- Lighting accounts for 20 percent of the average home’s electric bill and it’s one of the easiest places to save energy. Simple steps such as changing a light at home can save on energy bills while also helping to reduce the risks of global warming.
- Energy-efficient lighting products offer warm, bright light with the added benefit of using 75% less energy than standard bulbs and fixtures, and lasting up to 10 times longer.
- If every American home replaced just one light bulb or fixture with an ENERGY STAR, every year we would save enough energy to light more than 3 million homes, more than \$600 million in energy costs, and prevent greenhouse gases equivalent to the emissions of more than 800,000 cars!

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).