

# WHY WE'RE HELPING CALIFORNIA KEEP IT GOLDEN



## WHO ARE WE?

Energy Upgrade California® is a statewide initiative committed to uniting Californians to strive toward reaching our state's energy goals. That's why we're inviting you to help us increase energy efficiency across the state—and help Keep it Golden™ for future generations of Californians.

## WHY IS OUR MESSAGE SO IMPORTANT NOW?



Senate Bill 350 (the Clean Air and Pollution Reduction Act of 2015) states that California must double energy efficiency and reduce greenhouse gas emissions by 40% before 2030. That's not too far off.

## WE'RE WELL ON OUR WAY.



**Californians are already leaders in energy conservation,** and if we all take small steps to improve our energy efficiency, we can help Keep it Golden™ for generations to come.

*Keep it Golden*

Flip over for energy-saving tips.

## HERE ARE SOME EASY THINGS YOU CAN DO TO SAVE ENERGY:



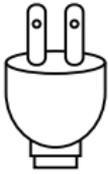
### CHANGE YOUR LIGHTBULBS

LED bulbs last 25x longer and use at least 75% less energy.



### AUDIT YOUR HOME TO FIND EFFICIENCIES

The average household wastes \$150 per year in energy costs just from holes and cracks in their home.



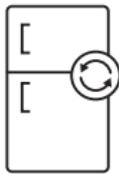
### UNPLUG YOUR ELECTRONICS

23% of the electricity used to power home electronics is consumed while the products are turned off.



### WASH CLOTHES ON THE COLD CYCLE

Approximately 90% of the energy used for washing clothes is used to heat the water.

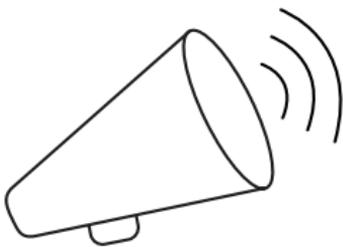


### UPGRADE HOUSEHOLD APPLIANCES

By using energy-efficient appliances, California has saved more than 10,000 gigawatt-hours of electricity since 2003. That's enough to power 2 million homes for one year.

## KEEP ON KEEPING ON

Whatever you're doing to help Keep it Golden, keep on doing it. And maybe do one more little thing...



### Help us spread the word.

You're already helping lead the way to a more energy-efficient future, but we need more people like you. Tell your friends and family how they can help California Keep it Golden so we can all enjoy a cleaner, healthier, more prosperous state.

*Keep it Golden*

Learn more about energy efficiency  
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#KeepItGolden

