



KEEP IT COOL

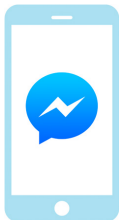
CHANGE
ENERGY
AT OUR
COMMUNITY'S
DOORSTEP

Keep It Cool is a simple campaign with a huge potential impact: stopping the energy waste caused by storefront doors staying open while the heat or A/C is running.

A small action—as simple as closing a door—can not only prevent waste and pollution; it can spread the idea that energy is a resource that we should consume responsibly.

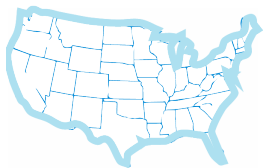
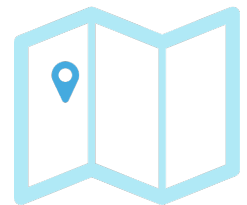
Generation 180 is empowering people to take this message to Santa Cruz and Main Streets across America to encourage retailers to close their doors to wasting energy. We have created a simple tool that recognizes shops who “Keep it Cool” with closed doors and reaches out to educate retailers who are allowing energy to escape through their open doors. We believe this is good for business, the community and the environment.

How it Works



We are mobilizing consumers to take notice of retailers' front doors and notify us via Facebook Messenger whether stores in their community have their doors closed or open while running the A/C or heat on hot or cold days.

For stores with doors that are kept closed or that do not use heat and A/C, we will send them an affirmation for their energy-conscious behavior and place a pin on our campaign map that promotes their location. We will reach out to remind retailers with their doors open to close their door to conserve energy.



Every retailer that we contact will be invited to join our campaign. As retailers commit to keep their doors closed, we'll recognize them on our map. The map will track progress of the Keep It Cool Project as it spreads across communities around the country.



KEEPITCOOL.ORG

