



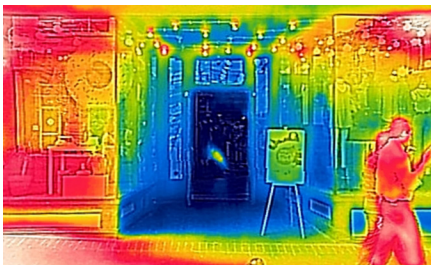
KEEP IT COOL

KEEPITCOOL.ORG

CHANGE
ENERGY
AT OUR
COMMUNITY'S
DOORSTEP



KEEP IT COOL is a simple campaign that can help reduce global warming. It focuses on stopping the energy waste caused by storefront doors staying open while the heat or A/C is running.



THERMAL IMAGE SHOWING AN OPEN STOREFRONT DOOR ON A HOT DAY

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.

YOU CAN HELP CROWD-SOLVE THIS

We are empowering people in Santa Cruz and across America to encourage retailers to close their doors to wasting energy. We've created an application around Facebook Messenger 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.

LEARN MORE AND SIGN UP
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