



## Help promote **Project Porchlight**

The City of Calgary is pleased to support Project Porchlight as part of our commitment to reduce Calgary's Ecological Footprint. Please use the attached TOOLKIT to help promote this initiative within your organization: Post information on your website, include this initiative as part of your own environmental education programs, and speak to your co-workers and volunteers about getting involved and how these actions are helping reduce our city's Footprint.

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**Project Porchlight:** The City of Calgary along with the Government of Alberta, EnCana Corporation and The City of Edmonton, have partnered with Project Porchlight to deliver one free compact fluorescent light bulb (CFL) to 300,000 households in Calgary and Edmonton beginning in October, 2008 through to January, 2009. **Read more:** <http://www.projectporchlight.com>

### Here's how you can get involved in Project Porchlight:

- **Promote** this volunteer opportunity - Encourage your volunteers or group members to help distribute energy efficient bulbs in their own neighbourhoods.
- **Post** the attached volunteer poster in your organization.
- **Add** the Porchlight - web link – graphic and media release to your website.
- **Write** an article in your next newsletter.
- Let people know that Project Porchlight is an important step in reducing energy consumption and if we collectively **change ONE light bulb** we can reduce our city's Ecological Footprint.
- **Learn more** about your Ecological Footprint by visiting [www.calgary.ca/footprint](http://www.calgary.ca/footprint)
- If you have other ideas that can support this initiative please let us know.

### Project Porchlight TOOLKIT:

- [Volunteer poster](#)
- [Porchlight graphic](#)
- [Press release](#)
- [Link to Project Porchlight FAQ's and CFL bulb disposal in Calgary](#)
- [www.calgary.ca/footprint](http://www.calgary.ca/footprint)
- <http://www.projectporchlight.com/>

**Thank you for promoting these important environmental initiatives.**

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