

SWITCH

EARTH DAY EFFICIENCY CHALLENGE

Please Join Us For The *Switch* Earth Day Efficiency Challenge

In April 2013 we helped organize screenings at 500 universities. This April, our goal is 500 screenings at campuses of all kinds, accompanied by an entertaining and educational efficiency event.

Host a Screening

FOLLOW THESE EASY STEPS

- See our [How to Host a Screening Guide](#) for simple instructions.
- Use our customizable [Promotional Materials](#) to get the word out.
- Send us your screening information with the [Promote Your Screening Form](#) so we can advertise it on our website and count you toward the total.
- Keep the conversation going – organize a panel discussion afterward.
- Email us at switch@arcosfilms.com so we can help make your screening the most valuable to your students, campus and parents.

Organize an Efficiency Event

TRY THESE IDEAS

- See how many of the [Switch Efficiency Tips](#) your school or class can implement.
- Encourage a school-wide bike, walk, bus or carpool to school week.
- Encourage students to use as little energy as possible on the screening day.
- Target a 10% energy savings campus wide for the month of April.
- Reduce 'embodied energy' used in consumable goods.
- Ask students to write out their plan, track their efforts and record results – and give awards for innovation and success.
- Photograph and write about your efforts, post on the [Switch Energy Project Facebook page](#), or send to us to publicize.
- Email us at switch@arcosfilms.com for more ideas on how to organize a successful efficiency event.

Thank you for encouraging energy education, and for helping students form efficiency habits that can last a lifetime!

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