

## **SAMPLE NEWSLETTER CONTENT**

Title: You Don't Have to Wait to **#DoYourThing**<sup>®</sup>

Body Copy:

Mindfulness is simply being fully present and aware of where we are and what we are doing—and it's a great practice to help us become more energy efficient. That's why [ORGANIZATION] is joining Energy Upgrade California<sup>®</sup> in encouraging Californians to practice mindfulness when managing our energy resources.

Are we consciously turning off lights and unplugging electronics when they aren't in use? Can we more deliberately harness the power of the sun by opening blinds and curtains on sunny days? How about paying more attention to how long we run the water when we're washing hands and dishes? All these little steps add up to more deliberate and purposeful energy savings—and they are what mindfulness is all about.

All over California, concerned organizations like ours are working together to be more mindful in protecting and preserving our energy. Visit [www.energyupgradeca.org](http://www.energyupgradeca.org) to learn more.