

## **We've Joined the Movement. Will You?**

California is famous for its innovative and pioneering spirit. That's part of the reason why the state is a recognized leader in energy conservation. But it's also reason for doing more to reach and exceed our ambitious energy goals.

[CBO NAME] has recently joined up with Energy Upgrade California, a statewide marketing, education and outreach initiative committed to empowering Californians to become energy stewards. The program supports California on its quest to double energy efficiency and reduce greenhouse gas emissions by 40% before 2030.

Empowering Californians (including [CBO NAME] members!) to do more is what Energy Upgrade California is all about. That's why [CBO NAME] and Energy Upgrade California is inviting you to Do Your Thing®—to help promote energy efficiency across the state of California. It may seem like a daunting task, but it starts with the flip of a light switch or the turn of a dial.

[Click here](#) for a few things you can do to join [CBO NAME] in the energy efficiency movement.