

You can help reduce CO₂ emissions by 100,000 tons



Take the **Mpower** pledge and join a community commitment to reduce 100,000 tons in citywide emissions of carbon dioxide (CO₂) by 2011.

Take these action steps to reduce greenhouse gas emissions. Choose to do all six or take on one or two. You are making Madison a healthier place for all.

- Buy renewable energy – You’re Mpowered to buy more renewable wind and solar power and help eliminate 40,000 tons of CO₂.
- Be more energy efficient – Together, we can increase the efficiency of our current energy use in simple ways that can save enough energy to power more than 20,000 homes.
- Install solar – A system in your home or business can eliminate 7,000 tons of CO₂.
- Reduce car emissions – Every gallon of gasoline saved keeps 20 pounds of CO₂ out of the atmosphere.
- Plant trees – Planting one tree absorbs one ton of CO₂ over its lifetime.
- Conserve water – You can begin to conserve and protect our most precious resource: water. Washing your clothes in cold water will save 500 pounds of CO₂ per year.

For more information and to take the MPower pledge, go to Mpoweringmadison.com. You can. You count.

Madison can count on you to buy renewable energy

MGE’s **green power tomorrow**SM renewable energy program is now available for customers to purchase renewable energy, or green power, for a surprisingly affordable price. For example, if you choose to offset 100% of the carbon dioxide emissions from your electricity use, the average household cost is an extra \$6 per month. This expanded program includes both wind and solar power.

Go to mge.com/greenpower to learn more about the program and to sign up. You can also call our Home Energy Line at (608) 252-7117 with any questions. If you are a Madison resident your purchase can count in the Mpower Madison campaign.

Together we can green power tomorrow, today.