



Mayor's Office
Kitty Piercy

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NEWS RELEASE

August 11, 2008

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NOTE TO MEDIA: *On Tuesday, August 12 at 12:30, Mayor Piercy will be at the Green Store, 500 Olive Street, meeting with representatives of the three local businesses to thank them for their participation.*

New Phase of Mayor's Carbon Challenge Launched

Mayor Kitty Piercy is launching a new phase of her challenge to Eugene residents to help reduce the community's carbon footprint. A new revamped Mayor's Carbon Challenge website helps individuals, families and businesses learn more about what they can do to reduce their impact on climate change. The website, www.sustaineugene.com, is user-friendly and provides fun and easy ways to commit to making personal changes that reduce carbon emissions. One significant benefit of the improved web-based challenge is its ability to record a cumulative total of individual efforts and track community progress.

Participants who take the online challenge can then print a voucher and visit one of three local businesses to receive a "Carbon Footpin" in recognition of their individual efforts. The pin is available from business sponsors Pasta Plus, The Green Store and both locations of Down to Earth Home, Garden and Gift.

"This is a totally volunteer effort supported by local citizens and businesses who want to help Eugene continue to be a leader in sustainability and reduce our community's carbon footprint. I encourage everyone to take the Mayor's Carbon Challenge and wear their pin as a sign of their effort to support the health of the planet," said Mayor Piercy.

To take the Mayor's Carbon Challenge, go to: www.sustaineugene.com

For more information about the challenge, contact Jim Wilcox, 686-0876.