

## Sacramento CoolCalifornia Challenge Bi-Weekly Newsletter Content for 7-2-12

### Mystery of the Meaning of the Great Cube Finally Revealed!

The great cube of re-usable scaffolding and mesh, measuring 30' x 30' x 30' was on display for 2 days last week in downtown Sacramento. An event was also held last Tuesday to kickoff the **Cut Your Cubes** campaign.

*The cube was a visual representation of 1 METRIC TON of carbon dioxide gas, which is the primary greenhouse gas that causes climate change.*

Every year, the average Sacramento resident generates about 10 metric tons/cubes of greenhouse emissions as carbon dioxide. This translates into about 5 tons/cubes from vehicle emissions; 4 tons/cubes from household energy; and one ton/cube from water-related energy and waste. That's 40 cubes for the average household of 4.

The goal of the **Cut Your Cubes** campaign is to reduce Sacramento's carbon footprint, household by household.



*Participants take pledges to cut their cubes*



*Vice Mayor Ashby addresses the crowd*

"So much of what we do to conserve energy and reduce our carbon footprint happens in small invisible ways," said Vice Mayor Ashby. "This cube is a visual reminder that each of us has an opportunity to collectively make a big difference for our communities."

### How will you Cut Your Cubes?

-Go to [CutYourCubes.com](http://CutYourCubes.com) and make a pledge.

- Continue to enter your energy and odometer data each month to win points to help Sacramento win the Challenge!