

FOR IMMEDIATE RELEASE:

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### **Announcing the Cooler Concord Fair on February 4<sup>th</sup> 2017**

Have you watched your neighbors put up solar panels and wondered if solar power could work for you? Wanted to replace your old light bulbs with LED bulbs, but don't know where and what to buy? Been annoyed by a drafty home with big heating bills? Need to replace a boiler or furnace or other home appliance and not sure what to choose? Wondering about the new electric cars? Concerned about the warming earth and your children's future but not sure what you can do to help or if what you do will make a difference? Short on time and need to get stuff done quickly?

To answer these questions and more, please join us at the **Cooler Concord Fair** at CCHS on Saturday, February 4<sup>th</sup>, any time between 10am and 4pm. This exciting event for families is sponsored by Concord's Sustainable Energy Committee (CSEC) in collaboration with the Schools, the Town and the Light Plant.

Most importantly, this will be a student-led event. Students from the CCHS Green Team and the AP Environmental Science, Film and Photo classes are working hard to create compelling, highly visual, well-researched exhibits about simple and significant ways to save energy. Students at Alcott, Thoreau, Willard, Sanborn and Peabody are working with faculty and parents to put together their own powerful exhibits. These students are all hoping that hundreds of parents will come to the Fair to learn and choose from several important actions.

Parents will have the chance to talk with local experts and businesses about what to do and how to do it. The town will be prepared with strong financial incentives to make it easy to move forward. And if that isn't enough to convince you to come, there will be many other family-centered attractions –appealing activities for kids of all ages; a large raffle with a top prize of a family weekend in lovely Stowe, Vermont; rides on the new electric school bus; and lots of delicious, healthy food!

The beauty of saving energy is that it can be a quadruple win. First, it will clearly save you money. Why send a big check to your oil or gas company when you can spend that money on much better things? Second, it can save you time. How about changing LED light bulbs once every ten years instead of what seems like every other week now with the old-style bulbs? Third, it can be good for your health and comfort. A well-sealed and insulated home is cozier; the new electric cars cause much less air pollution. And finally, saving energy is fashionable. Many of us already take the train to work, carpool, drive electric cars and ride our bikes instead of driving. We are already fashionable and can find even more ways to be trend-setters.

And the power of community is that if we all act together our impact can be big.

CSEC is seeking community members who would like to volunteer their time and expertise at the Fair and sponsors who would like to contribute funds for the event and the schools. Please contact Jill Appel, at [jill.appel@comcast.net](mailto:jill.appel@comcast.net) or 978-371-7270. To stay in touch, Like us on Facebook at [facebook.com/coolerconcord](https://www.facebook.com/coolerconcord). Thank you for your consideration and see you at the Fair!