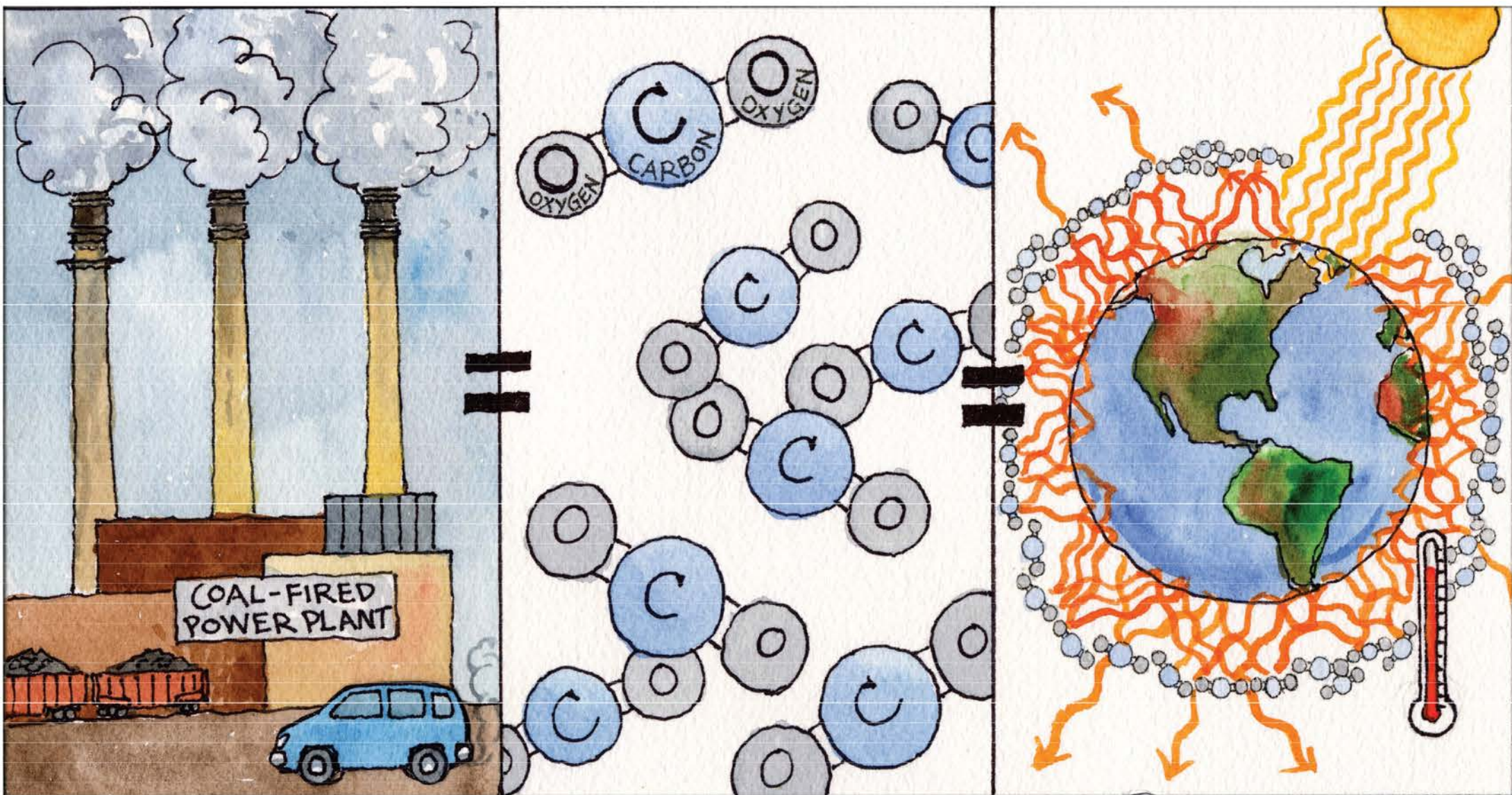


★ To fight global climate change, we must reduce greenhouse gases like carbon dioxide by 70%

GLOBAL WARMING:

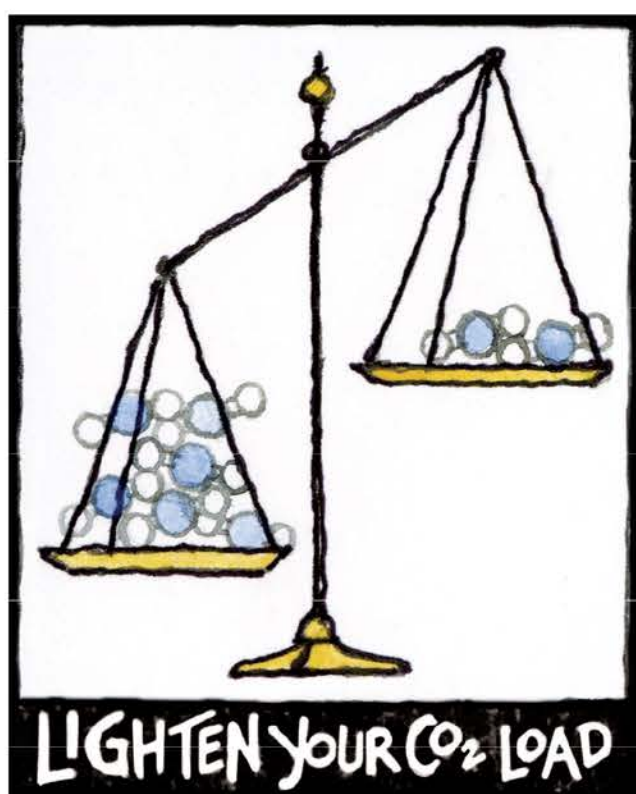


Carbon dioxide (CO₂) is released when fossil fuel burns.

CO₂ and other greenhouse gases trap and radiate heat back to Earth.

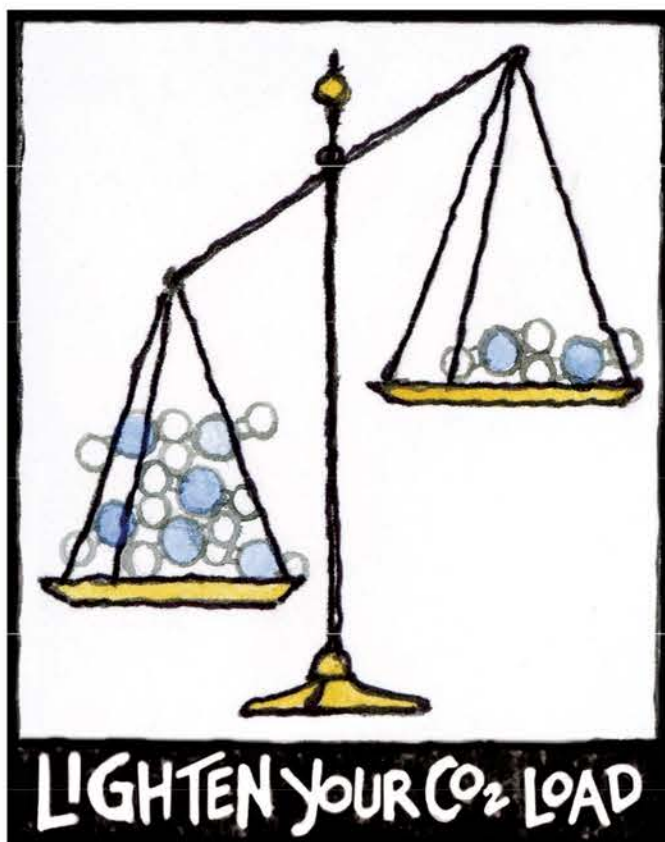
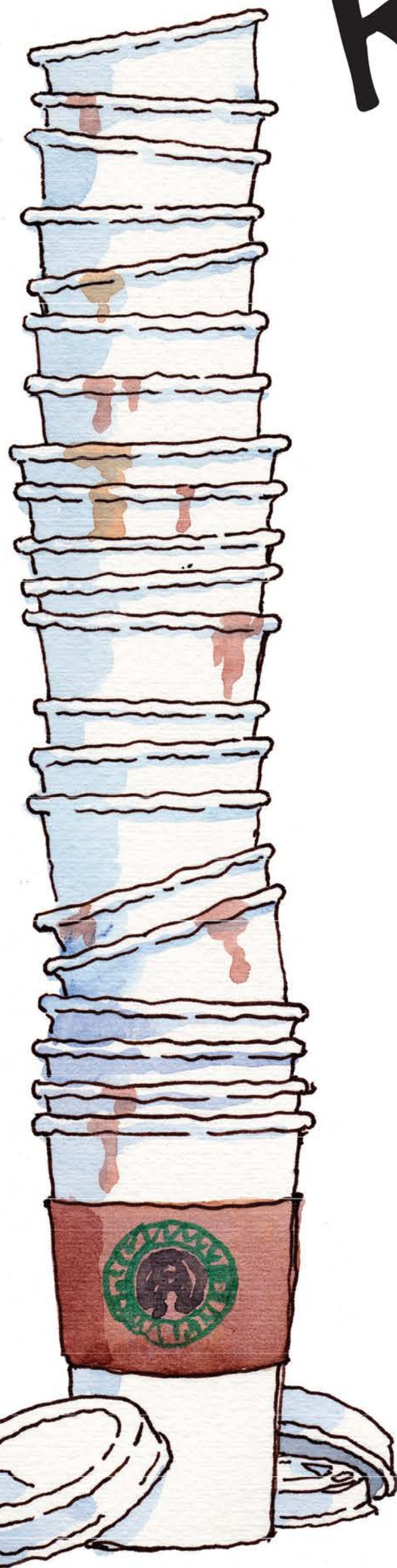
Excess greenhouse gases are changing Earth's climate faster than normal.

LET'S COOL IT!

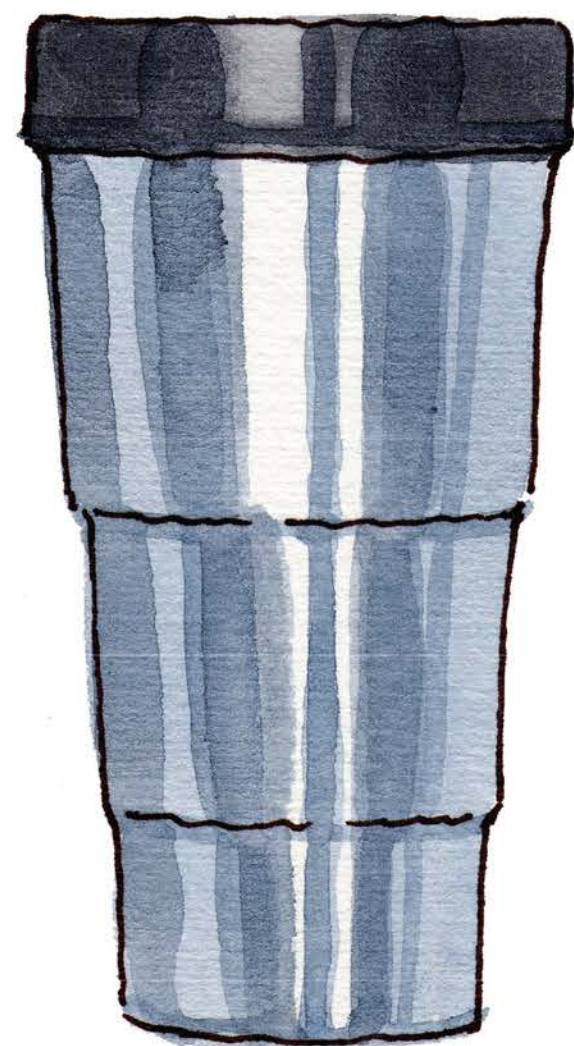


- ★ **Conserve energy at home**
- ★ **Buy green power**
- ★ **Plant trees**
- ★ **Use less gas**
- ★ **Reduce, reuse, recycle**
- ★ **Educate yourself and others**
- ★ **Demand political action**

REDUCE, REUSE RECYCLE



When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.



Throw-way cups are energy guzzlers

Paper takes trees and makes CO₂

Americans consume about 2,000,000 trees per year in paper and wood products. Burning a ton of paper waste releases 1,500 pounds of CO₂, while recycling the same amount saves 17 trees, which absorb 250 pounds of CO₂ annually.

Plastic needs a second life

Americans throw away 25,000,000 plastic beverage bottles every hour. Recycling plastic saves twice the total energy used to burn plastic in an incinerator.

Styrofoam is double trouble

Americans throw away 25,000,000,000 styrofoam coffee cups every year that will never be recycled. Their manufacture also uses chlorofluorocarbons (CFCs), a dangerous pollutant that contributes to ozone depletion, another critical global problem.

Wake up to a cup o' reality

Reusable cups cost less in the end

Most of us don't realize the true cost of the things we buy. We forget that CO₂ is a by-product of their production, use and disposal. To reduce CO₂ pollution and slow global warming, choose products that consume less energy over their lifetime. Using reusable cups is a good place to start.

Try a low CO₂ diet: Bring a waste-free lunch

Use reusable containers and utensils. Carry hot or cold drinks in a thermos and drink them from a glass, ceramic or metal cup. Clean up with a cloth napkin.

Recycling creates jobs and products

Recycling creates 36 jobs per 10,000 tons of material recycled compared to 6 jobs for every 10,000 tons treated as garbage. Turning recyclable wastes into reusable materials can save from 70% to 90% of the energy required to make the originals.

Which type of cup will you choose?