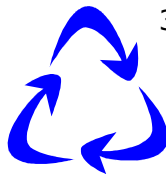




Earth Day... ...Every Day!



TURN THE TIDE

Turn the Tide is a program of nine simple actions each of us can take to have a measurable, positive impact on the environment - and it shows us this impact **right away**. Everyone knows that ordinary people can make personal changes to help the environment; Turn the Tide explains what we can do and demonstrates how it will make a difference.

[Join the New Dream Community and start Turning the Tide today](#)

VISIT: newdream.org

click on: **Climate & Turn the Tide**

What We Do Matters

Turn the Tide's powerful **web interface** allows participants to quickly and easily see what the nine actions are, why they are important, and how to complete them. When you return to the site to report your completed actions, Turn the Tide's environmental calculators will compute the impact of your efforts. You will also see the combined impact of everyone participating in the Turn the Tide program.

Let's hand a healthy planet over to future generations with Turn the Tide as an important part of the solution. It offers a way for each of us to personally engage and affect change in the world around us; to be environmental role models in our families and communities. And, it challenges business leaders and elected officials to make the right decisions as well.

YOUR NINE ACTIONS ARE

1. **Skip a car trip each week**
Replace a weekly 20 mile car trip by telecommuting, biking or combining errands and you'll reduce your annual emissions of carbon dioxide by nearly a thousand pounds!
2. **Replace one beef meal each week**
Meat production is extremely resource-intensive - livestock currently consume 70% of America's grain production! With this action, we save over 70,000 pounds of grain, 70,000 pounds of topsoil and 40 million gallons of water per year!
3. **Shift your shrimp consumption**
Today, nearly 70% of the world's fisheries are overfished, and about 60 billion pounds of fish, sharks, and seabirds die each year as "bycatch" - caught accidentally in wasteful fishing techniques. For every 1,000 of us who stop eating shrimp, we can save over 12,000 pounds of sea life per year.
4. **Declare your independence from junk mail!**
Surely we don't need to twist your arm to do this one! For every 1,000 of us who succeed in **halving** our personal bulk mail, we will save 170 trees, nearly 46,000 pounds of carbon dioxide, and 70,000 gallons of water each year.
5. **Replace four standard light bulbs with energy-efficient compact fluorescent lights (CFLs)**
Want a hundred bucks? Replace four standard bulbs with low-mercury CFLs, and you'll reduce your electricity bills by more than \$100 over the lives of those bulbs! More importantly, you'll prevent the emission of five thousand pounds of carbon dioxide.
6. **Move the thermostat 3°F**
Heating and cooling represents the biggest chunk of our home energy consumption. Just by turning the thermostat down three degrees in the winter and up three degrees in the summer, you can prevent the emission of nearly 1,100 pounds of carbon dioxide annually.
7. **Eliminate lawn and garden pesticides**
Americans directly apply 70 million pounds of pesticides to home lawns and gardens each year and, in so doing, kill birds and other wildlife and pollute our precious water resources.
8. **Install an efficient showerhead & low flow faucet aerators**
Of all natural resources, water is the most essential. But available supply is diminishing rapidly as human populations swell and inefficiently drain precious aquifers. For every 1,000 of us who install faucet aerators and high-efficiency showerheads, we can save nearly 8 million gallons of water and prevent over 450,000 pounds of carbon dioxide emissions each year!
9. **Inspire two friends**
Last but not least. No, check that -- **Last and most important!** You can triple the positive impact you are making with these actions and that is to convince two friends to join you in your effort! Just pass a copy of this list to receptive friends.