

## JOIN THE CHALLENGE

The Ten Percent Challenge is kicking off our year of 10% less emissions on October 10, 2010 (10/10/10). It is a day to celebrate climate solutions, and the village will be packed full of activities and events planned to help you find the best ways for you to reduce your energy use starting right now!

I, \_\_\_\_\_,  
take the **RED HOOK 10%  
CHALLENGE.**

## Red Hook 10% Challenge



"I'm going to **bike to the farmstand** to buy my produce, and try to **carpool once a week.**" - Red Hook Resident



### **Pledge:**

*I pledge to reduce my energy use by 10% and invite my friends, neighbors, co-workers and family to join me for one year, 10/10/10 to 10/10/11.*

### **Sign up:**

*The Red Hook 10% Challenge Pledge sheets are available at the Town and Village Clerks' offices or sign up at: [www.redhookchallenge.org](http://www.redhookchallenge.org).*

### **Start today:**

*Gather your numbers - electric use, fuel use, and miles driven numbers, then go to <http://myenergyplan.net/estimator>*



10% Energy Reductions  
10% Leadership  
2010 to 2011

### **Sponsors**

AmeriCorps  
Central Hudson Gas & Electric Corporation  
Mid-Hudson Energy Smart Communities  
Red Hook Conservation Advisory Council  
Red Hook Together  
Student Conservation Association  
Sustainable Hudson Valley  
Town of Red Hook  
Village of Red Hook  
Village of Tivoli



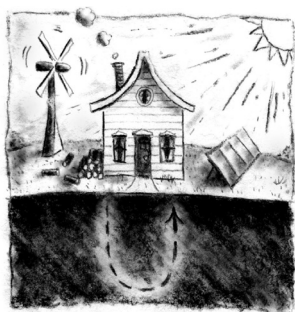
[www.redhookchallenge.org](http://www.redhookchallenge.org)



## The 10% Challenge

The Town and Village of Red Hook have recently adopted the Ten Percent Challenge, an innovative campaign to save energy and preserve our planet – a challenge to the businesses, institutions, and households of Red Hook to reduce their fossil fuel use by ten percent.

When we each make a few small changes to our lifestyle, we can make our community more sustainable. Together, we can make Red Hook a healthier, safer, more prosperous, and 10% greener place to live.



## The Ten Themes

### Compost It

*Compost to save money and the environment.* Learn how to turn ordinary household and yard waste into black gold.

### Walk it Off

*Burn calories, not gasoline.* See what's happening in the village by walking instead of driving. Participate in a 5K or stroll.

### Efficiency Measures

*Smart energy use in your home and office.* Save money on energy bills by making your spaces more energy efficient.

### Grow It

*Trees save on cooling & heating bills.* Plant a tree that will provide strategic shade to your home. Start a veggie garden to reduce your food miles.

### Shop Locally

*Keep business local; it's good for you, your local economy, and the environment.* Locally grown and manufactured products travel less to get to us. You can know the farmer and the food.

### ReUse It

*Sharing resources from S to XL.* Thrifting, swapping, and DIY. Instead of buying new, give something gently used a new life.

### Ramp Up Recycling

*Keeping resources in play.* Learn where to recycle almost everything in Red Hook!

### Changing Transportation

*Gear up to travel efficiently.* Sharing a ride, eliminating idling, and using different forms of transportation can make traveling fun.

### Discover Renewable Energy

*Everything counts-- Solar, Wind, Biomass, and Geothermal.* Learn about making the switch from limited to renewable resources from neighbors who already have.

### Lead The Way

*People leading people.* Incorporate 10% goals into what you already do. Share your ideas, start a committee, or lead an event.

**Come and celebrate with us!** Adopt the pledge and learn more about our 10/10 events at our new website.

[www.redhookchallenge.org](http://www.redhookchallenge.org)

Order 10% apparel and gifts with artwork courtesy of Red Hook resident and artist, Dan Baxter, by visiting

[www.cafepress.com/10PercentChallenge](http://www.cafepress.com/10PercentChallenge)

