Sample Letter to the Editor

Dear Editor,

As the summer starts to heat up, so does the energy waste – with air conditioning sapping the power grid. But there are ways that we can help reduce pollution and waste.

This is why I have joined the [Keep It Cool](http://go.generation180.org/keep-it-cool) campaign to reduce energy waste in (location) this summer. Through this campaign, consumers can use Facebook Messenger to tag stores in our community with their doors open and closed. These stores are then identified on a national map that tracks stores.

*Keep It Cool* is mobilizing consumers to encourage stores around the country to close their doors and stop wasting energy. Retailers that run the air conditioning during hot summer months and open their doors to attract customers drive up costs, waste energy, increase local pollution and stress the power grid.

The average store with a door open wastes about 4,200 kWh of electricity over the summer, releasing about 2.2 tons of carbon dioxide and other substances – the same amount of pollution emitted by a diesel semi-truck driving from New York to Miami.

Informed consumers also want retailers to be good citizens. [Generation 180](http://www.generation180.org/), the organizers of *Keep It Cool*, surveyed 1,500 millennials, and 62 percent think that this practice is wasteful. Up to 25 percent are less likely to shop at retailers that leave their doors open.

Our community should support retail businesses, but also be dedicated to reducing waste and pollution. I encourage retailers to keep their doors closed to conserve energy this summer. And for consumers who care about this issue, they can join the Keep it Cool campaign and tag stores.

Regards,