Dear Chamber of Commerce (or other Local Organization),

Saving energy is good for our environment, our community and our economy. This is why I have joined the [Keep It Cool](http://go.generation180.org/keep-it-cool) campaign to reduce energy waste in (community) this summer.

*Keep It Cool* is mobilizing consumers to encourage retail 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.

According to Con Edison, 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.

Some cities have already recognized the benefits and enacted laws requiring retailers to close their doors when the air conditioning is running. In 2015, New York City passed a law requiring closed doors as part of a sweeping sustainability plan geared towards reducing carbon emissions 80 percent by 2050.

Informed consumers also want retailers to be good citizens. [Generation 180](http://www.generation180.org/), the organizers of *Keep It Cool*, surveyed 1,500 millennial consumers last December, 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 (organization) to reach out to your retail members and ask them to keep their doors closed to conserve energy this summer. They can learn more and join *Keep It Cool* as a partner [here.](http://generation180.org/partners/)

Regards,