

EarthTeam Announces
MKHC
The Million Kilowatt Hour Challenge

Best Poster and Poster Blitz Contests

The Million Kilowatt Hour Challenge (MKHC) Poster Contests are open to students in the following Bay Area Counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Students, classes and clubs are invited to create posters that highlight energy saved by switching from standard (incandescent) to CFL (compact fluorescent) light bulbs.

The goal of your poster: inspire shoppers to buy CFL instead of standard bulbs.

The Prizes: Best Poster Contest

Grand Prize for the Individual Best Poster \$500

Prizes for the Best Poster/Runner Up From Each County \$50

Individual Best Poster to appear on **EarthTeam** website and be noted in media coverage

The Points: MKHC Best Poster and Poster Blitz Contests

Design your poster, then "blitz" your community with copies. Persuade local businesses to display them. You'll earn Kilowatt Hour-Saving Points for each location in which it's displayed.

1,000 points will be awarded for each poster design submitted to the MKHC Best Poster Contest; 2,000 points will be awarded for each business location in which your poster is displayed as part of the MKHC Poster Blitz; 3,000 points will be awarded for a poster that is both displayed in a business and submitted to the MKHC Best Poster Contest. Your points will be compared with other MKHC participants' Kilowatt Hour-Saving Points; the student, class, club or school with the most Kilowatt Hour-Saving Points wins a **\$500 Prize**.

How To Enter

- Submit a Student MKHC Contact Form (see www.earthteam.net) and MKHC Best Poster/Poster Blitz Validation Forms (see back of this flyer).
- You may submit up to three poster designs. Your design may appear on the EarthTeam website!
- Posters may be color or black-and-white; must be in the proportion 8.5" x 11" (Original may be any size but must be reduced to 8.5" x 11" for email submission.)
- Submission Format: Digital photos; must be sent as a 72 dpi jpeg file. Submit TWO copies, one each to: Christopher Castle, Poster Contests Coordinator AND Dave Jurkiewicz, Webmaster at ChristopherC@earthteam.net and DaveJ@earthteam.net
- IMPORTANT: Write "poster submittal" in the subject line of your email; in the body of your email include your Name, Age, Address, E-mail, Phone, School Name, City and County in which your school is located.
- Deadline for all submissions is March 15, 2003; Prize Winners will be announced April 22/Earth Day 2003.

MKHC Poster Contests Coordinator Christopher Castle's work has been exhibited in the U.S., Britain and Europe. He is represented in such major public collections as the British Museum and National Galleries in Scotland and Wales.

www.earthteam.net

Phone: (925) 274-3669

mkhc@earthteam.net

EarthTeam's Million Kilowatt Hour Challenge Best Poster and Poster Blitz Contests

BEST POSTER/POSTER BLITZ STUDENT & TEACHER VALIDATION FORM

(STUDENT PORTION)

By signing this form I verify that I have completed the MKHC Best Poster/Poster Blitz Contest.

Student Name (Print) _____ Age _____
Student Signature _____ Date _____
Student Address _____ City _____ Zip _____
Student E-mail _____ Phone _____
School Name _____ School County _____
School Address _____ City _____ Zip _____

(TEACHER/ADULT SUPERVISOR PORTION)

I verify that the student named below has completed the MKHC Best Poster/Poster Blitz Contest.

Teacher/Adult Supervisor Name _____
Teacher/Adult Supervisor Signature _____ Date _____
Teacher/Adult Supervisor E-mail _____ Phone _____

Return to: MKHC Poster Blitz Student Validation, PO Box 4686, Walnut Creek, CA 94956 or FAX (925) 376-1456.

POSTER BLITZ BUSINESS VALIDATION FORM

FOR BUSINESSES IN WHICH POSTERS ARE DISPLAYED

By signing this form I verify that the student named below has completed the MKHC Poster Blitz by visiting my place of business and arranging for his/her poster to be displayed in my place of business.

Business Where Poster Displayed _____
Business Address _____ City _____ Zip _____
Business Representative Name _____ Phone _____
Business Representative Signature _____ Date _____

Student Name (Print) _____ School _____
Student E-mail _____ Phone _____

Return to: MKHC Poster Blitz Business Validation, PO Box 4686, Walnut Creek, CA 94956 or FAX (925) 376-1456.

The Million Kilowatt Hour Challenge is a project of EarthTeam in partnership with the CA State and Consumer Services Agency, UC Berkeley Environmental Sciences Teaching Program, CREEC Network, Jane Goodall Institute, PowerLight Corp., and Bay Area Energy Alliance. For information about EarthTeam, how YOU can become involved in energy change, and the MKHC:

www.earthteam.net

Phone: (925) 274-3669

E-mail: mkhc@earthteam.net

EARTHTEAM'S MILLION KILOWATT HOUR CHALLENGE

Compact Fluorescent (CFL) vs. Incandescent Light Bulbs Basic Facts

The Difference: Technology

Fluorescents and incandescents "create" light differently. As a result, fluorescent bulbs outlast up to 13 incandescent or halogen bulbs.

The Difference: Cost

Check the Facts! A CFL may cost more to purchase than an incandescent, but that's where the story ends. Compacts can save an average of \$75 in electricity costs alone!

The Difference: Temperature

90% of the energy consumed by an incandescent bulb is wasted through heat output. A standard incandescent bulb heats to up to 350-degrees Fahrenheit, while fluorescents heat up to only 90-degrees Fahrenheit. Incandescent bulbs are extremely hot to touch and may be very unsafe.

Energy Cost Savings Comparison

(Based on 4 hours usage per day of a bulb with a 10,000-hour life)

| | | | | |
|---------------------|---------|---------|----------|----------|
| Kilowatt Hour Rate | 6 cents | 8 cents | 10 cents | 12 cents |
| Energy Cost Savings | \$45 | \$60 | \$75 | \$90 |

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