

One Change: Fuel Summary

Four years after the launch of the Project Porchlight pilot campaign in Ottawa in 2005, One Change is launching a **new fuel-efficiency campaign** in Ottawa in summer 2009, One Change: Fuel. The campaign will see the delivery of **13,000 free fuel-saving digital tire gauges and Canadian Tire coupons** to Ottawa residents that will help them save fuel and money, protect the environment, and improve safety.

The free tire gauges and coupons will result in the reduction of over 1,820,000 kg of **CO₂ emissions** and fuel savings of **\$1,170,000** for Ottawa residents, and will help prevent traffic accidents. If everyone in Canada kept their tires properly inflated, together we would help **save over \$600 million on fuel and cut 1.4 million tonnes of CO₂**.

Key Points:

- 1. Everyone can make a difference when it comes to saving fuel and money, protecting the environment and improving vehicle safety.** For complete information on how to maintain proper tire pressure, or to get involved in your community, visit: www.onechange.org/fuel.
- 2.** This summer, volunteers will hand out **13,000 free digital tire gauges** and **money-saving Canadian Tire coupons** throughout Ottawa, door to door and at local community events, saving residents more than \$1,170,000 in fuel costs.
- 3.** One Change is hosting **nine free Canadian Tire fuel-efficiency clinics** during August and September. These fun-filled, family-friendly events will include: free digital tire gauges and coupons, and other giveaways, demonstrations on how to check and adjust tire pressure, refreshments, entertainment, plus contests with prizes.
- 4. Simple actions matter.** *One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment.*
- 5. Enlightened sponsors and partners** have made One Change: Fuel possible, including Natural Resources Canada (NRCan), the Ontario Trillium Foundation, and Canadian Tire.
- 6.** One Change also runs the **award-winning Project Porchlight campaign**, which has distributed close to 3 million free energy-saving CFL bulbs to residents in more than 900 communities throughout Canada and the United States, with the help of more than 11,500 volunteers.
- 7.** One Change programs enable existing groups and local champions to be spokespeople for the simple actions message. One Change **harnesses the power of person-to-person communication**, reaching and influencing people from all walks of life to take part in energy conservation.

One Change FREE Tire Clinic Events

Dates and Canadian Tire Locations

Aug 22 Ottawa South, 1170 Heron Road

Aug 29 Orleans, 3910 Innes Road

Aug 30 Blair, 2010 Ogilvie Road

Sept 5 Ottawa East, Coventry Road

Sept 6 Carling, 1660 Carling Avenue

Sept 12 Merivale, 1820 Merivale Road

Sept 13 Barrhaven, 2501 Greenbank Road

Sept 19 Bells Corner, 85 Robertson Road

Sept 20 Kanata, 8181 Campeau Drive

One Change - History

Project Porchlight, One Change's flagship energy conservation campaign, was formed by a group of friends in 2005 after its founder, and Executive Director Stuart Hickox, stumbled upon a compelling statistic from the ENERGY STAR® website:

"If every household in Canada replaced just one incandescent light bulb with a CFL bulb, the reduction in pollution would be the equivalent of taking 66,000 cars off the road."

Hickox realized that making simple and universal first actions accessible to the public could be the gateway to broad public participation in environmental protection. One Change was subsequently founded in 2006 to help bring campaigns like Project Porchlight and One Change: Fuel to communities across North America and to spearhead practical, community-based initiatives that would have a global impact on the environment.

One Change is the proud recipient of the **2006 ENERGY STAR® Market Transformation Award**, and the **2007 Canadian Geographic Canadian Environment Award**. In the spring of 2009, One Change was recognized as the **2009 ENERGY STAR® Advocate of the Year** by Natural Resources Canada (NRCan), and was ranked by ENERGY STAR® as the **fourth most-successful non-profit organization in the United States driving ENERGY STAR® pledges**. This has resulted in thousands of residents publicly committing to make more energy-efficient choices in their daily lives.

Contact information/volunteer opportunities:

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