



For Immediate Release
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Yinzers can do well by doing good, thanks to the *Black and Gold City Goes Green Campaign*

Participants will get Pirates' tickets, swag that saves energy, free breakfast

Pittsburgh, PA – September 6, 2011- Pittsburghers have three more ways to get rewarded for cutting their energy use and pollution in September, thanks to the Black and Gold City Goes Green Campaign.

- Until **Thursday, September 8 at 5 p.m.**, Pittsburghers can log on to the Campaign website at www.theblackandgoldcitygoesgreen.com to report their energy saving actions, and get free tickets to the Tuesday, September 13 Pirates vs. Cardinals game. Tickets are available on a first come, first served basis.
- On **Saturday, September 17**, Lawrenceville will be even greener than usual when the Green Business Blitz hits Butler Street from 11 a.m. – 3 p.m. The businesses will be handing out over 2,500 green giveaways, including great energy saving swag. And any enterprising environistas who visit all the businesses will be entered in a raffle for one of two grand prizes. Registration is at the PNC parking lot, 4101 Butler Street, on the day of the blitz.
- On **September 24 from 8 – 9 a.m.**, Pittsburghers will join the rest of the world as part of **Moving Planet: a day to move beyond fossil fuels**. The theme is transportation exploration. Anyone who walks, runs, bikes, skateboards, carools, jumps on a Segway or takes public transportation – any way BUT riding alone in a car or truck – will meet other green Pittsburghers taking action to fight global warming and air pollution, and enjoy a great breakfast, too.
- The Black and Gold Campaign's community partners are also competing this month in the **Tackle a Stealer** contest, to cut energy waste by laptop chargers, televisions, cell phones and other silent thieves. The contest began on August 18 (Steelers vs. Eagles) and ends on September 18 (Steelers vs. Seahawks). Watch the Tackle a Stealer video on YouTube (http://www.youtube.com/watch?v=ifiu0W56Nvk&feature=player_embedded) for details.

The Black and Gold City Goes Green campaign is a citywide effort to encourage Pittsburghers to take actions, all with little or no cost, that will make a measurable reduction in the heat-trapping gases and air pollution they produce. Suggested actions, available at www.theblackandgoldcitygoesgreen.com, include a number of free and low cost ways to use energy smarter, and cut pollution while saving money. The website also provides a way to report actions, and see how much pollution is cut.

The Black and Gold City Goes Green campaign is the community action plan of the Pittsburgh Climate Initiative, which works across four sectors – municipal operations, higher education, business, and individuals – to make Pittsburgh the greenest and coolest city on the planet. The campaign is coordinated by Citizens for Pennsylvania's Future (PennFuture).