



COMMUNITY CLIMATE
COLLABORATIVE

Area Households Save Big by Taking Climate Action

##PRESS RELEASE##

For Immediate Release

Charlottesville, Virginia – June 24, 2020

The Community Climate Collaborative (C3) is hosting a virtual community celebration on **Thursday, June 25th from 5-6:30pm** to culminate a nine-month “Game of Homes” where teams across the City and County (with names like “Make America Greta Again”, “CliMATES,” and “Global Chillin”) competed to see how many pounds of carbon emissions their household could lose. Thursday the winners will be declared.

The Home Energy Challenge starts with a “Power Party” of friends, neighbors or co-workers who commit to taking action and then, with the help of C3 staff member Andrea Bostrom and their team, complete actions. Almost 100 households joined Season 3 of the Challenge and took 360 actions from adjusting thermostats to purchasing EV and hybrid vehicles, saving \$20,000 and reducing carbon dioxide (CO₂e) emissions by 172 tons, the equivalent of eliminating 29 homes’ energy use for an entire year.

Andrea Bostrom, C3’s residential program manager says, “It’s been a pleasure to work with communities across the County and City, from Earlysville to Crozet and everywhere in between, to identify climate action you can take in your own home with your existing resources. Individually, Home Energy Challenge participants found ways to reduce their personal carbon footprints and, together, we made an impact on local carbon emissions.”

Historically the event has been held at a local brewery, but with COVID-19 it’s gone virtual. Attendees will celebrate the collective “team” effort as well as recognize this season’s winners; play climate mad libs; and enjoy a signature cocktail recipe from Vitae Spirits in honor of everyone’s “green” efforts.

WHAT: Home Energy Challenge Season Three Community Celebration

WHERE: From your couch, patio, or kitchen via [Zoom](#)

WHEN: Thursday, June 26th 5-6:30pm

WHO: All ages welcome (family-friendly)

VISUALS: Prizes include C3 t-shirts, eco-friendly bento bags and beeswax covers as well as reusable bamboo utensil sets, zoom shot of household teams.

The Community Climate Collaborative

The Community Climate Collaborative aims to bring communities together to lead on climate. C3 works closely with citizens, businesses, and local governments to develop climate action plans to accelerate climate action with our residential [Home Energy Challenge](#) and the [Better Business Challenge](#), delivering climate solutions that are practical, tangible, and quantifiable. Additionally, we develop and advocate for equitable climate policy solutions for adoption in the City and the County.

The Home Energy Challenge

The Home Energy Challenge is a fun, informative, and practical way for households to reduce their carbon footprint. The program website shows the collective progress we make, as a community, when we act together. The program is sponsored by Sigora Solar, EcoVillage Charlottesville, and Think Little, LLC. <https://www.cvillechallenge.org>

Website: theclimatecollaborative.org

Email: teri@theclimatecollaborative.org

Twitter: [@c3climate](https://twitter.com/c3climate)

Instagram: [@c3climate](https://www.instagram.com/c3climate)

Facebook: [Community Climate Collaborative](https://www.facebook.com/CommunityClimateCollaborative)

PRESS CONTACT: Teri Kent, Director of Programs and Communication, Community Climate Collaborative, at (434) 466-5157 or teri@theclimatecollaborative.org