

Save Power...



Be a Part of Watts Going Down!



Watts Going Down....

LIPA's Solution for a Safe, Comfortable Summer on Long Island

Watts Going Down is LIPA's very successful energy conservation campaign. Customers voluntarily reduce their energy use on the hottest days of summer – when demand for electricity comes close to exceeding supply. Your participation will help to maintain the quality of life on Long Island.

Please read on to learn the benefits of **Watts Going Down** – for yourself, for your neighbors and for all of Long Island. Then, fill out the attached, postage-paid business reply card to pledge your support. Remember, without you, it simply won't work.

What Are the Benefits for Long Island?

LIPA's **Watts Going Down** Program is the framework by which customers are asked to reduce power use this summer. Specifically, the program goals are to:

- Keep Long Island safe and comfortable this summer
- Save energy
- Help the environment by conserving our precious natural resources.

What's the Program All About?

Watts Going Down is a completely *VOLUNTARY* energy conservation program in which customers agree to reduce electric use on the hottest, most humid days of summer. These are days when the increased use of air conditioners, pool pumps and other electric equipment puts our electric system to its toughest test. We call these "Critical Days" because your help is literally critical in meeting the ever-growing demand for electricity.

This year **Watts Going Down** is being offered to customers like you, to area businesses and government agencies, and to local schools. Together we can make this program more successful than ever.

What are the Benefits for Enrolling in Watts Going Down?

Besides enjoying the benefits of energy conservation, families who enroll in **Watts Going Down** in 2004 will:

- **Be entered into a drawing** to be one of ten customers to win a \$25.00 gift certificate for merchandise in LIPA's online EnergyWise Catalog.

■ **Receive a PowerPerks Card compliments of LIPA.**

Your PowerPerks Card provides valuable savings at more than 15,000 local and national vendors, including hundreds of Long Island recreational, retail and entertainment venues. From movie tickets to video rentals, restaurants, health care items, toys and car repairs, your PowerPerks Card can save you money every day. Plus you get discounts on special occasion purchases including travel, cultural events and entertainment.



Why Do We Need Watts Going Down?

Record-breaking demand for electricity clearly points to the need for energy conservation. LIPA has been adding new power generation stations and upgrading transmission and distribution lines throughout Long Island to keep up with the skyrocketing demand for electricity. On "Critical Days," the demand for electric power can push the electric distribution system to its limits.

How Can You Help?

You can participate in **Watts Going Down** and volunteer to reduce electric use between 2 PM and 6 PM if you hear about a Critical Day on the news or from your employer. Specifically, you can:

- Use appliances – such as clothes washers/dryers, dehumidifiers and pool pumps – only in the early mornings or late evenings
- Turn off unnecessary lights in your home or business
- Raise the thermostat on your air conditioner to 78 degrees Fahrenheit
- Use fans instead of, or in conjunction with, your air conditioner.

It's that easy ... and it's that important, for a healthy energy picture this summer.

How Do I Join?

You can sign up for **Watts Going Down** by [clicking here](#). So thanks, in advance, for participating in **Watts Going Down**. You're helping ensure a safe, happy summer for yourself and your fellow Long Islanders!