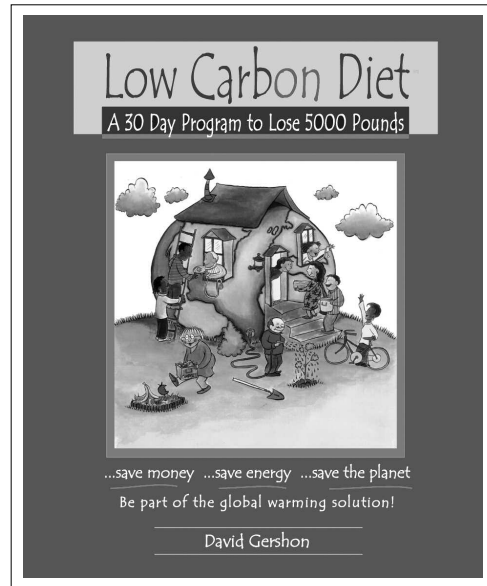


# Low Carbon Diet<sup>sm</sup>

A 30 Day Program to Lose 5000 Pounds

"This book is fabulous! It couldn't be more timely. It's practical, accessible and effective. Getting people to take on global warming at a personal level is critical to tackling the issue. The Low Carbon Diet can make a huge difference."

– Denis Hayes, Co-founder, Earth Day,  
President and CEO, Bullitt Foundation



## Become part of the global warming solution. Go on a Low Carbon Diet!

This "30 Day Program to Lose 5000 Pounds" is a fun, accessible, easy to use guide that will show you, step-by-step, how to dramatically reduce your CO<sub>2</sub> output in just a month's time.

Grounded in over two decades of environmental behavior change research, this illustrated workbook offers much more than a list of eco-friendly actions. It walks you through every step of the process, from calculating your current CO<sub>2</sub> "footprint" to tracking your progress.

By making simple changes to actions you take every day, you'll learn how to reduce your annual household CO<sub>2</sub> output by at least 15%. And, for those who are more ambitious, you'll discover how you can become "carbon neutral" and help your workplace, local schools, and community do the same.

### You'll learn how to:

- Calculate your CO<sub>2</sub> footprint with our easy-to-use "carbon calculator"
- Create "cool household systems" that save the Earth while saving you money
- Take on "cool lifestyle practices" that reduce CO<sub>2</sub> emissions without cramping your style
- Purchase carbon offsets to become "carbon neutral"
- Form a Low Carbon Diet "EcoTeam" with friends, colleagues, co-workers or your faith community

Join the growing number of Americans who have decided to take global warming into their own hands.



**LOW CARBON DIET WORKBOOK MAIL-IN ORDER FORM**  
For every book you order, \$3 will be donated to The Climate Project

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