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For Immediate Release:

Take the Challenge for a Greener Berks

**50 ways to go green. Pick 25 to accomplish in 6 months.
Complete them and win some great prizes from local businesses.**

Everywhere you turn you are probably seeing and hearing the following phrases: “go green,” “eco-friendly,” and “environmentally conscious.” The push, especially for Americans, to reduce pollution and help save the environment is based on evidence that the decisions we have made, and continue to make, are damaging the air we breathe and the land we live on. Listed inside the challenge are 50 things to do to “Go Green”.

Below are some examples of the challenges:

1. Check your toilets for leaks and repair the leaks. Put food coloring in your toilet tank. If, without flushing, the color begins to appear in the bowl within 30 minutes, you have a leak that needs to be repaired.

2. Insulate your hot water heater. Insulation kits for water heaters can be found at home improvement stores.

3. Test your home for radon. Radon is a cancer-causing radioactive, odorless, colorless gas. It is the second leading cause of lung cancer behind smoking. For more information, visit www.epa.gov/radon.

4. Institute an hour a day 3 days a week for your children or grandchildren to play outside. This can take place in a garden, a backyard, the park down the street, or any place that provides safe and green spaces where children can learn and play. Consider organizing a local “nature club”

The Berks Conservancy is challenging Berks County to check off AT LEAST 25 items, send it in to the Berks Conservancy by June 1, 2011 to be entered to win some great prizes. The contest is based on the honor system and encourage participants to do as many challenges as possible. Top prizes donated by JB Mountain Bikes, Maiden creek TV & Appliance, Emotion Kayaks, Home Depot and much more.



The challenge will be announced on November 10th at the State of the Environment breakfast.

7:30am at Crowne Plaza Reading.

It will also be available for download at www.greenberks.com on November 10th.