



City of Arts & Innovation

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

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### **UPCOMING EVENT SEEKS SIGNUPS IN THE COOLCALIFORNIA CITY CHALLENGE** *Participants can enjoy cookies donated by Simple Simon's*

RIVERSIDE, CA – In an effort to regain its lead and win the CoolCalifornia Challenge by the September 29 deadline, the City is inviting Riverside residents who haven't signed up to do so at the Keep Us Cool Kiosk, where residents can get more information about the Challenge and sign up on the spot.

The informal event begins at 10:30 AM and is being held in front of Simple Simon's on Friday, September 26. Those interested in signing up and entering their energy use data are asked to bring a recent utility bill. The first 100 new participants will get a cookie donated by the sandwich shop and bakery.

The City of Riverside was knocked out of the top spot this weekend in the Challenge, a competition between California cities to motivate and reward residents for reducing their carbon footprints and helping to build more vibrant communities. The competition is being put on by Energy Upgrade California.

As described on the Challenge website, participants track driving and home energy use to earn points for being green and triple points for going greener. Each point counts as a raffle ticket for prizes and can also help participants' cities earn sustainability funding from Challenge sponsors. Teams of up to five households are eligible to compete in city team rankings for awards and prizes.

The Challenge, which began in January, has two phases; the first phase called on cities to gain the highest number of participants possible, while in the second phase cities compete for the top overall score. Riverside won the first phase and could win the second if participants earn enough points in the last few days of the Challenge. All prize money given to Riverside will be used for sustainability programs.

Riverside Mayor Rusty Bailey has been an advocate for the Challenge since the beginning, "We set the stage for victory in Riverside," Mayor Bailey said. "I thank everyone for getting involved with this effort, and I encourage those who signed up to document their energy usage, miles travelled and other data that can help Riverside claim the top spot and additional funds."

In addition to the prize money, the winning city will be named "Coolest California City" at an awards ceremony at the Air Resources Board meeting in October.

For more information about the CoolCalifornia City Challenge, go to <http://goo.gl/3fwOMq>.

## **About Riverside**

As the City of Arts & Innovation, Riverside, California is rich in history and culture, and is setting the pace in innovative practices for government, business and education. With a population of just over 300,000, Riverside is the largest city in the Inland Southern California region, the 12th largest city in California, and the 6<sup>th</sup> largest in Southern California. Riverside is home to four internationally recognized universities and colleges that support a growing college student population of nearly 50,000. Businesses and residents in Riverside benefit from city-owned electrical and water systems, high-speed fiber optic telecommunications, an easily-accessed freeway system, BNSF and UP rail access, and a large corporate jet and general aviation airport.

With standards of excellence in technology, workforce development, arts, innovation, education and social capital the City has been named America's #2 Hot Spot for Tech (Forbes, 2013); #6 Happiest Place for Young Professionals (Forbes, 2013); #3 'Can Do' Capital (Newsweek, 2011); and the 2012 Intelligent Community of the Year by the Intelligent Community Forum.

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