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**Santa Barbara's Carrot Mob Gathering on 1/21/12
Who Will Be Mobbed?
Coffee Cat!**

Santa Barbara – On **Saturday, January 21 from 10am to 3 pm**, hundreds of local activists are expected to pack **Coffee Cat at 1201 Anacapa St** as part of an event known as a Carrot Mob; supporting a business by using the carrot instead of the stick.

Customers will pour into Coffee Cat to reward the business for its commitment to channel all additional sales that day toward reducing the shop's carbon footprint and making it more energy efficient.

As a result of the Carrot Mob, **Coffee Cat plans on implementing major improvements to the lighting in the shop**, including upgrading all of the existing overhead lighting from outdated T12 lamps to much more efficient and cost-effective T8 fluorescent lamps. The replacement of approximately 44 lamps will reduce energy use by about 352 watts per hour, which is a savings of 30%.

Coffee Cat was chosen because the owner and staff are eager to make energy efficient changes and have already started putting some work into make the business run more sustainably.

"When I first came to Coffee Cat one of my first goals was to reduce waste and move the store towards more efficiency," said Krista Fritzen, the owner of Coffee Cat. "The Green Business Program provided a structured way to achieve these goals. Many of the targets were easily achievable, but one of the most heavy-hitting changes ended being the cost associated the lighting upgrades. As a small business owner, it just wasn't possible for me to make these changes on my own, so I had to put the whole program on the back burner until CEC approached me about holding a Carrot Mob."

"It is so fulfilling to see them moving forward on the path towards becoming more sustainable" said Frances Gilliland, Program Director of the Green Business Program of Santa Barbara County.

With help from the Carrot Mob, Coffee Cat will be one step closer to becoming a certified Green Business.

The event will feature a local band, Holdfast Rifle Co., and the Santa Barbara Bike Coalition, in conjunction with the City of Santa Barbara, will be providing free valet bike parking and tours at Bikestation next to Coffee Cat.



The Santa Barbara Carrot Mob on Saturday, January 21 is being organized by the [Community Environmental Council](http://www.cecsb.org), in partnership with Bikestation, California Lighting Sales, CALPIRG, City of Santa Barbara, Edible Santa Barbara, LoaTree, Plus One Marketing, Santa Barbara Bike Coalition, Santa Barbara High School Dons Net Cafe, The Sustainability Project, Sustainable Socially, and UCSB Environmental Affairs Board.

What: A Carrot Mob is a reverse boycott – a day in which customers are asked to “mob” a pre-determined local business to encourage them in doing something right. For more details, visit the event page on the Community Environmental Council’s website: <http://www.cecsb.org/item/carrot-mob-location-revealed-coffee-cat>

Where: Coffee Cat, 1201 Anacapa St

When: 10:00 AM – 3:00 PM on January 21, 2012

Why: Help Coffee Cat implement major energy efficient improvements to their light fixtures.

How to get there:

By foot from nearby neighborhoods.

By bike. Free bike valet will be available at Bikestation, courtesy of the SB Bicycle Coalition and the City of Santa Barbara. A bike mass will be heading down from Isla Vista.

By bus (www.sbmta.gov).

By car (last resort). Parking available on neighborhood streets.