



**Union of Concerned Scientists**  
Citizens and Scientists for Environmental Solutions



**Community  
Environmental  
Council**  
[www.cecsb.org](http://www.cecsb.org)

FOR IMMEDIATE RELEASE

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**CLIMATE SCIENTIST TO DISCUSS PRACTICAL STEPS FOR LOW-CARBON LIVING  
ON WEDNESDAY, JUNE 6 IN SANTA BARBARA**

Santa Barbara, Calif. (May 24, 2012) – Climate scientist Brenda Ekwurzel will discuss a new science-based consumer guide by the Union of Concerned Scientists that offers practical steps to reducing energy use and the carbon emissions that are contributing to climate change. Ekwurzel will appear at 6 p.m. on Wednesday, June 6 at the Santa Barbara Museum of Natural History in an event co-sponsored by the Community Environmental Council and the Union of Concerned Scientists.

The new book, *Cooler Smarter: Practical Steps for Low-Carbon Living* (Island Press), is based on a comprehensive two-year study by the Union of Concerned Scientists that analyzed the climate impacts of hundreds of consumer decisions, from insulating your home to changing your diet. *Cooler Smarter* explains how to make the biggest impact and when not to sweat the small stuff by offering advice that can help consumers save money and live healthier. But its central purpose is to empower people, through low-carbon living, to confront one of society's greatest threats.

“Our research found a set of effective and practical steps all of us can take to cut our own global warming emissions by 20 percent or more,” said Ekwurzel, a co-author of the book. “Most Americans underestimate by three times the amount they can save through the efficiency steps our scientists recommend. We want to give consumers a tool that can help them change the way they think about the impact their actions can make on their carbon footprint and on their pocketbook.”

**Details of the event:**

**Who:** Brenda Ekwurzel, climate scientist at the Union of Concerned Scientists and co-author of *Cooler Smarter*

**When:** 6 p.m. Wednesday, June 6

**Where:** Santa Barbara Museum of Natural History, Farrand Hall,  
2559 Puesta del Sol, Santa Barbara, CA 93105

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The Union of Concerned Scientists is the leading U.S. science-based nonprofit organization working for a healthy environment and a safer world. Founded in 1969, UCS is headquartered in Cambridge, Massachusetts, and also has offices in Berkeley, Chicago and Washington, D.C. For more information, go to [www.ucsusa.org](http://www.ucsusa.org).