

# SWITCH

SWITCH ENERGY AWARENESS & EFFICIENCY PROGRAM



The GSA *Switch* Energy Awareness & Efficiency Program launches at more than 200 universities in spring 2013. It includes a screening of the acclaimed energy film *Switch*, a student ambassador program, and an optional energy efficiency drive.

We're looking for 6 to 10 driven students on each campus to become GSA *Switch* Ambassadors and help your campus move toward a smarter energy future.

#### WHAT DO AMBASSADORS DO?

- Promote the screening on campus, and with university newspapers, websites and blogs.
- Watch top videos on the *Switch* website through our Web Guide, then present them to faculty to encourage their use in coursework.
- Optionally, help build and launch the energy efficiency drive on your campus.

#### WHY DO IT?

- Be part of a high profile nationwide effort to improve energy understanding.
- Build energy efficiency habits in fellow students that could last a lifetime.
- It's a great addition to your resume.
- Your name will be listed with other ambassadors on our website.
- It's a chance to make a difference! With your help, we can change the national energy conversation.

#### ABOUT THE PROJECT

The *Switch* Energy Project is a film, web and education program to help us move forward to a smarter energy future. It has four parts: 1) *Switch*, the groundbreaking new documentary, acclaimed as the first truly balanced energy film, 2) a huge video-driven website with more than 5 hours of short clips organized by topic, 3) the GSA *Switch* Energy Awareness & Efficiency Program, to help a new generation shape our energy future, and 4) a video-driven primary education program developed with the American Geosciences Institute, coming in 2013.

#### ABOUT THE FILM

In *Switch*, energy visionary Dr. Scott Tinker explores the world's leading energy sites, from coal to solar, oil to biofuels, most of them highly restricted and never before seen on film. He gets straight answers from the people driving energy today, international leaders of government, industry and academia. In the end, he cuts through the confusion to discover a path to our future as surprising as it is practical.

The GSA *Switch* Energy Awareness & Efficiency Program is sponsored by America's leading geology non-profits, the O'Donnell Foundation, and the Verizon Foundation.

➔ VISIT [SWITCHENERGYPROJECT.COM](http://SWITCHENERGYPROJECT.COM) FOR MORE INFO AND DOWNLOADABLE MATERIALS

CONTACT US AT [SWITCH@ARCOSFILMS.COM](mailto:SWITCH@ARCOSFILMS.COM)

