

new 
american
dream
more of what matters

**The Center for a New American Dream helps
Americans consume responsibly to
protect the environment, enhance quality of life,
and promote social justice.**

Hanaa Rifaey, Senior Field Manager

CONSCIOUS CONSUMER
marketplace



carbonconsciousconsumer



Take Action

Six Easy Ways to Fight Climate Change

1 EAT LOCALLY
AND ORGANICALLY

2 DOWNSHIFT
YOUR DRIVING

3 JUNK YOUR JUNK MAIL

4 BREAK THE BOTTLED
WATER HABIT

5 CLEAN GREEN

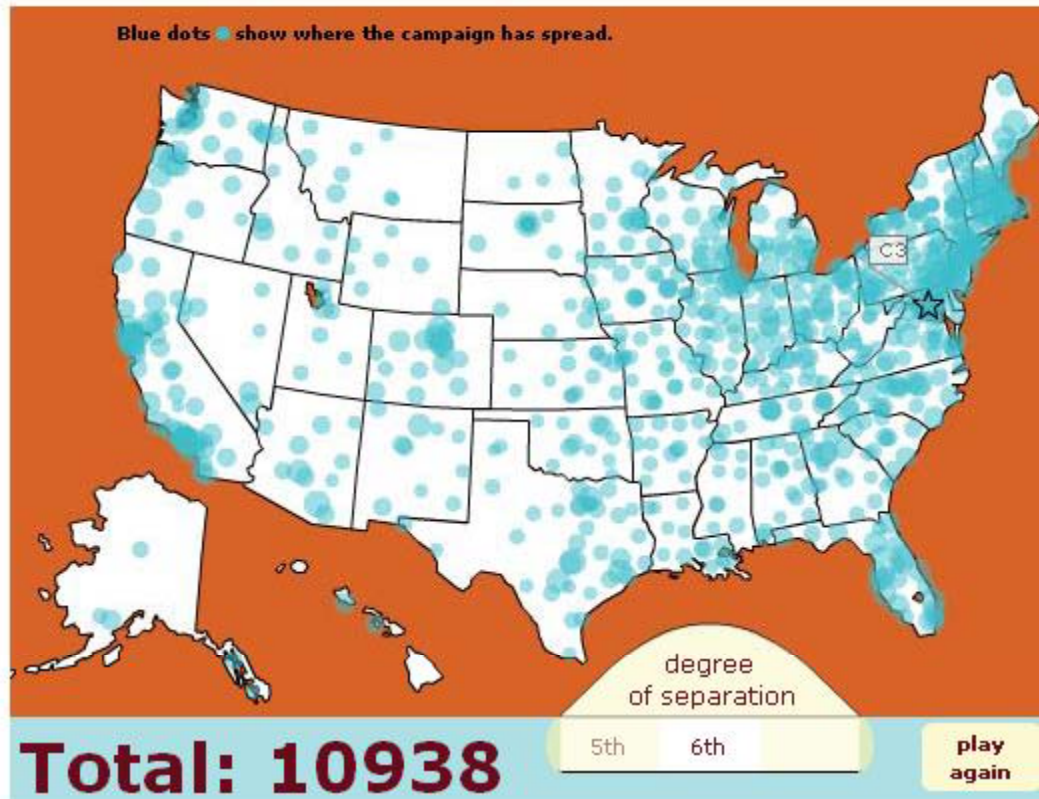
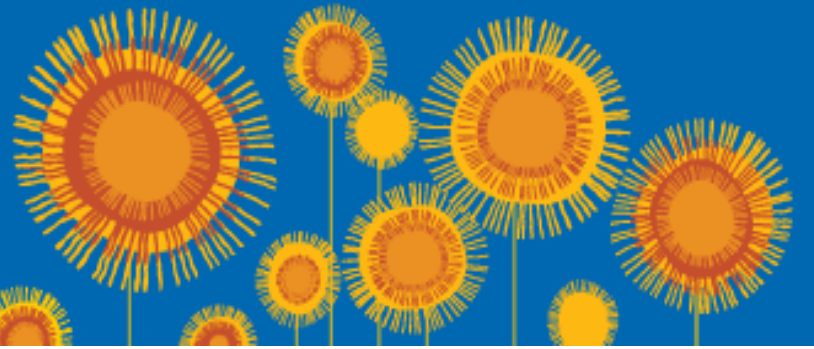
6 BRING YOUR OWN BAG

because **BIG** changes start with **SMALL** steps



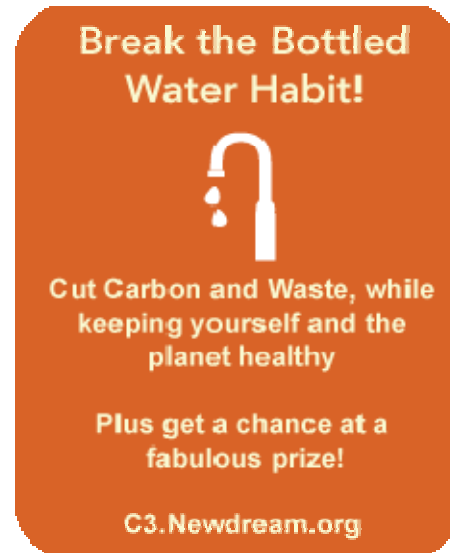
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BIG changes start with small steps



Take the pledge at [c3.newdream.org!](http://c3.newdream.org)

**Ready to
take the
pledge?**



c3.newdream.org

**Remember, all carbon reduced in DC,
Maryland, and Virginia through the Carbon
Conscious Consumer campaign will count
towards carbon reduced through the Cool
Capitol Challenge!**



For more information, visit newdream.org

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**To learn more about Chris Jordan, visit
chrisjordan.com**