



For Immediate Release -Released 2007

Innovative Home Energy Handbook demystifies how to cut carbon emissions and boost financial savings!

Edmonton, Alberta, Summer 2007 – A new handbook released by New Society Publishers this year shows readers how easy it is to reduce residential energy consumption, while saving thousands of dollars in the process. The **Carbon Buster’s Home Energy Handbook** is full of practical tips, easy-to-follow calculations and plain language definitions that explain energy use and environmental impact. It helps readers create a detailed carbon budget of a family’s emissions and then shows how to earn the best environmental and monetary payback.

The Carbon Buster’s Home Energy Handbook is about making smart buying decisions and applying simple, painless strategies to reduce carbon emissions. “We show readers how something as painless as unplugging your home’s energy vampires or switching to compact fluorescent light bulbs can cut your carbon emissions and save you hundreds of dollars each year,” explains author Godo Stoyke. “And for people making major purchases, like cars or appliances, we show them which choices are both environmentally and financially smart.” Stoyke notes that typical homeowners can easily realize \$17,000 in energy savings in five years by incorporating the book’s suggestions, while at the same time reducing their carbon footprint by 73%. “What’s really surprising to most people is that if you follow the advice in the handbook, you can exceed the Canadian requirements for the Kyoto protocol by 860% in the residential arena – and you can do it while saving money!”

Through extensive research and careful analysis, energy efficiency expert Stoyke helps answer questions such as:

- “Which choice is more effective, solar panels or a hybrid car?”
- “How do I cut my gasoline bills by 50%, and heating costs by 60%?”
- “Is a \$500 fridge that uses 800 kWh of power per year a good deal?”
- “What car is best for the environment and my wallet?”

Stoyke also shows readers how to calculate the cost of major purchases after you bring them home, and what you can expect to spend or save during the time you own that purchase.

With government savings bond returns maxing out at around 5% per year, and pension funds in 2005 at 11%, the carbon buster strategies described in this book earn an average annual return of 32%! For a typical family, this translates to reduce carbon emissions far below the levels targeted under the Kyoto protocol.

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