



Get renewable energy working for you!

We typically think of **the sun** as a distant yellow orb that's not directly involved in our lives (unless you count sunburns). But the fact is, it can play a big, beneficial role for us, if we just look at that fiery ball in a fresh new way: As a **helpful, hard-working fellow** who has plenty of energy, is always able to lend a hand around the house — and can help out our entire community in the process! Meet our **Choose Renewable** family. Energy from solar, wind and biogas resources, ready to go to work for you, starting at **only \$3 a month!**

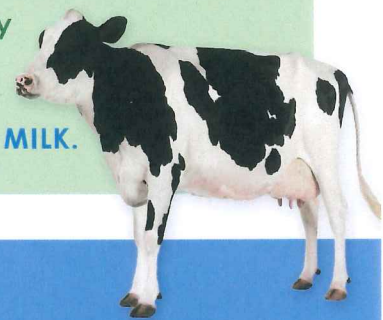


\$3.00
BLOCK



300
kilowatt-
hours (kWh)

How this works: Our Choose Renewable family is available in \$3 blocks. Every block you buy is added to your monthly electric bill, and ensures that a share of your electricity comes from **solar, wind and biogas**. By putting renewable energy to work, you're helping to control energy costs, keeping the environment clean and making the whole community a better place. **ALL FOR THE COST OF A GALLON OF MILK.**



Why Choose Renewable?



IT'S CLEAN

The more renewable energy we use, the less coal, oil and natural gas we have to burn.



IT'S SUSTAINABLE

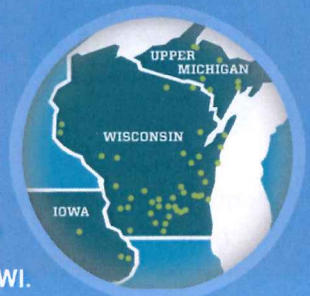
Solar, wind and biogas energy sources will never run out!

IT'S SMART
Renewable energy efficiently uses valuable resources and prevents waste.



IT'S LOCAL

Our renewable resources are homegrown: Solar from WI, MI and IA; wind from Dodge County, WI; biogas from Little Chute, WI.



The Green-e Energy logo helps consumers easily identify environmentally superior renewable energy options. For information on Green-e Energy certification requirements, please visit www.green-e.org.

Joining is easy!

There is no special equipment to install, and no change in the way you receive or use energy. You can start (or stop) your participation at any time, and you can use as many blocks of renewable energy as you like! (Each \$3 block = 300 kilowatt-hours.)

I agree to purchase:

_____ blocks of renewable energy at \$3.00 per month, for a total monthly commitment of \$_____. This purchase will appear as an additional charge on my monthly utility bill. I understand I can change my participation level or cancel at any time.



NAME

Fold along dotted lines, tape and mail

EMAIL ADDRESS

ADDRESS

APT/SUITE #

CITY

STATE

ZIP

PHONE NUMBER



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 636 SUN PRAIRIE WI

POSTAGE WILL BE PAID BY ADDRESSEE

CHOOSE RENEWABLE PROGRAM
C/O RIVER FALLS MUNICIPAL UTILITIES
PO BOX 922
SUN PRAIRIE, WI 53590-9906



More renewables means fewer pollutants!

Buying two blocks of renewable energy per month for a year equals:



OR



OR



OR



Removing ONE CAR
from the road

Preventing FOUR TONS
of CO₂ emissions

Planting ONE ACRE
of trees

Eliminating the burning
of TWO TONS of coal

At River Falls Municipal Utilities, we join forces with other local, not-for-profit utilities through WPPI Energy to share resources and lower costs.

www.rfmu.org • (715) 425-0906



POWERFUL CHOICES
a sustainable energy project for river falls