



### What is Power IT Down Day?

August 27, 2010, marks the third annual Power IT Down Day. This event encourages public sector agencies, and the industries that serve them, to power down their computers, printers, monitors and other peripherals at the end of the work day on August 27 in an effort to help the government reduce its energy consumption.

### How did Power IT Down Day get started?

Power IT Down Day began in 2008, when industry information technology (IT) leaders in the public sector decided to create a way to encourage responsible energy consumption in government and industry.

### What are the goals for Power IT Down Day 2010?

Power IT Down Day challenges individuals to power down at the end of the work day to conserve energy, reduce costs and create a daily habit of responsible energy consumption. We can save tens of thousands of kilowatt hours in a single night by harnessing the power of the individual. In 2009, about 5,600 individuals signed up for Power IT Down Day. This year, our goal is to achieve 6,100 registrants for Power IT Down Day.

### How much energy did Power IT Down Day save last year?

Power IT Down Day 2009 saved about 73,000 kWh in a single night – enough energy to power the homes of 77 U.S. families for an entire month. This year, because Power IT Down Day falls on a Friday, we have the opportunity to dramatically increase the energy saved by the simple, individual act of powering down at the end of the day and before the weekend.

### Who are the sponsors of Power IT Down Day 2010?

Our sponsors this year are Citrix, Intel, HP and GTSI.

### Why is Power IT Down Day held in August?

In the United States, summer heat makes August one of the highest energy usage months of the year – the perfect time to kick off healthy energy habits.

### How does Power IT Down Day calculate the energy saved?

Power IT Down Day estimates that one computer, monitor and printer use about 13 kilowatt hours (kWh) overnight. So, for years in which Power IT Down Day falls on a weekday, we add 13 kWh for each person who registers to participate. Since August 27,

2010, falls on a Friday, our potential for energy savings increases dramatically. On average, one computer, monitor and printer turned off at the end of the work day on Friday will save about 55 kWh over the entire weekend.

### How does Power IT Down Day calculate the annual Power IT Down Day charitable donation?

Each year, the Power IT Down Day sponsors make a symbolic donation to illustrate the ways in which we can all do something important with the money we save on reduced energy consumption. The total donation does not depend on the number of Power IT Down Day participants. In 2009, the Power IT Down Day sponsors donated a total of \$45,000 to the Wounded Warrior Project.

### Which charity will benefit from Power IT Down Day 2010?

For the second year in a row, the Power IT Down Day sponsors are proud to donate to the Wounded Warrior Project, whose mission is to honor and empower wounded warriors.

### How do I participate in Power IT Down Day?

Individuals can simply visit us online at [www.powerITdown.org](http://www.powerITdown.org) to sign up for Power IT Down Day. We'll send you an email reminder just before August 27 to help you remember to power down. This year, we've added the functionality of inviting a friend to participate.

### How can my organization participate in Power IT Down Day?

If your organization is interested in helping to spread the word about Power IT Down Day, please email Melissa Templeton at [mtempleton@powerITdown.org](mailto:mtempleton@powerITdown.org) for more information about the materials – logo, web banners, etc. – we can provide for your use.

### Where can I find more information about Power IT Down Day?

Please visit us online at [www.powerITdown.org](http://www.powerITdown.org), or contact Melissa Templeton at [mtempleton@powerITdown.org](mailto:mtempleton@powerITdown.org).