

Be a cold water hero!

Read the label.



Use the cold setting when you can.

Turn the dial.



The Cold Water Saves Campaign is here to educate you about the benefits of cold water washing. We can all make more sustainable choices in our laundry habits - we promise it's not hard!

What's in it for me?



Save energy.

About **90%** of the energy the washing machine uses goes towards heating the water.

According to the Sierra Club, every household that switches to cold water washing could eliminate about 1,600 pounds of carbon dioxide a year.



Save your clothes.

Many garment care labels in your clothing specify to wash in cool or cold water. Your clothes can fade, shrink or bleed when washed in the wrong water temperature. The right temperature can prolong the lifespan of your clothes and save you money.



Save the planet.

If we all do our part to conserve energy, we can contribute to the health of our planet.

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#COLDWATERSAVES

