



**For Immediate Release**

March 4, 2002

**Contact:** Naomi Fiordimondo

naomi@whitedog.com

(215) 386-9224 ext. 105

## **White Dog Cafe becomes First For-Profit Business in PA to use**

### **100% Wind Generated Electricity**

#### ***...And Encourages Other Businesses to Sign On!***

(PHILADELPHIA, PA) The White Dog Cafe announces that, as of January 1, 2002, 100% of the electricity for the Café and adjacent gift store, The Black Cat, is generated by wind power. They are the first, and so far only, for-profit business in Pennsylvania to do so. The White Dog encourages other businesses and consumers to take advantage of statewide deregulation and sign on for wind power.

"I feel fortunate to have access to sustainable energy sources. Without it, we would be trapped into dependence on a system that causes life-threatening pollution," says White Dog Proprietress Judy Wicks. "This gives us the opportunity to address the crisis of global warming with positive action, rather than feel helpless and hopeless."

The Cafe anticipates they will use 360,000 kilowatt hours of electricity this year. By purchasing wind power, they are reducing their yearly environmental impact by 432,000 lbs. of CO<sub>2</sub> (Carbon Dioxide - the global warming gas), 1,012 lbs. of NO<sub>x</sub> (Nitrogen Oxides - a precursor to smog and acid rain) and 3,244 lbs. of SO<sub>2</sub> (Sulfur Dioxide - a precursor to acid rain) compared to the Mid-Atlantic electric energy grid. Every year, our purchase of wind power offsets the equivalent of taking 31 cars off the road or planting 59 acres of forest or 2,950 trees. (Source: Community Energy)

-MORE-

White Dog Cafe 3420 Sansom Street Philadelphia, PA 19104  
(215) 386-9224 Fax: (215) 386-1185 Web: [www.whitedog.com](http://www.whitedog.com) Email: [info@whitedog.com](mailto:info@whitedog.com)



<Add 1>

White Dog will be paying approximately 15% more for Community Energy's New Wind Energy™ supplied through the Energy Cooperative. They hope to offset some of that cost through conservation and more energy efficient technology. They have been working with organizations such the Clean Air Council, Penn Future, and the Green Restaurant Association - as well as wind power supplier Community Energy - to audit current practices and equipment and come up with new, more energy efficient ways of conducting business.

“I don't mind paying extra to be part of the solution,” explains Wicks.

“ I see it as a long term investment in a sustainable economy which will pay dividends to future generations.”

The White Dog Cafe, known for its unique blend of food, fun and social activism, grosses over \$4 million annually and employees over 100 people. Cafe owner Judy Wicks is a national leader and spokesperson in the movement to build sustainable local economies. Executive Chef/Partner Kevin von Klause purchases from local family farms and has been a leader in promoting sustainable agriculture. The Philadelphia Fair Food Project, a project of the White Dog Cafe Foundation, works to link sustainable farmers with other area restaurants and food purveyors.

# # # #

White Dog Cafe 3420 Sansom Street Philadelphia, PA 19104  
(215) 386-9224 Fax: (215) 386-1185 Web: [www.whitedog.com](http://www.whitedog.com) Email: [info@whitedog.com](mailto:info@whitedog.com)