



Is Your Community Visible?

Quite likely.

And that's unacceptable because...

• Light pollution wastes money.

Every single night, while you sleep, about five million dollars worth of wasteful light sprays skyward. Zillions of watts wasted forever!

Last night... Tonight... Tomorrow night!

FIVE MILLION DOLLARS!

Nearly **\$2 Billion** a year! Two Billion dollars lost forever. Not one watt will protect you or your property, but will waste fossil fuel, making us more dependent on other countries.

• Light pollution steals starlight.

Starlight is our natural heritage. It connects us, fuses us, to all our ancestors and their dark, star-strewn skies. We cannot afford to lose our treasure of dark, starlight nights, so...

WE MUST CHOOSE...

DARK SKY INSTITUTE™

This America?



So awash in wasteful light
the stars vanish from view
and millions of dollars are wasted!

OR...

This America?



Where people and property are
safe and secure, starlight
shines softly overhead,
and millions of dollars are saved!

The BRIGHT Solution To Light Pollution™

Common Sense Not Confrontation™

We cannot turn lights off, and we do not need unworkable, unenforceable, watered-down lighting laws and ordinances.

But we can voluntarily design, create and build **LIGHTSCAPES**--citywide works of nighttime light art using...

SMART LIGHTS™

Smart Lights shine down on the targets of safety and security, protecting people and property, not up into the sky, cloak-ing the cosmos in a dull, gray glow.

Smart Lights = Starry Nights™

Smart Lights...

- provide safety and security
- are very efficient
- use smaller bulbs
- use less electricity
- use less fossil fuel--OIL
- reduce our dependence on others.

Nearly 75% of Americans cannot see the Milky Way due to development. Can you?

Cygnus the Swan, a favorite summer constellation, is fast fading from view in the glare of wasteful lighting. Trumpeter Swans have been rescued from extinction on Earth. Now let's save Cygnus, the Milky Way swan, from celestial extinction.

We cannot stop progress, but we can teach everyone--developers, architects, residents--to use properly shielded **Smart Lights** that shine **down** on the targets of safety and security. The technology and light fixtures already exist to make this happen, but...

We must act. . . NOW!

Common Sense Not Controversy™