



[www.retrofitphilly.com](http://www.retrofitphilly.com)

Dear Neighbor,

I am pleased to announce the launch of the RetroFIT PHILLY Competition. As part of our *Greenworks Philadelphia* program, the City of Philadelphia has partnered with the Energy Coordinating Agency (ECA) and the Dow Building & Construction business group to host a competition for neighborhood blocks from across the city to become the “Coolest Block” in Philadelphia and receive an energy-saving cool roof and other energy efficient products, such as air sealing and insulation, for their entire block.

Many of our beloved row homes were built long before today’s energy-conscious environment. By coating a black asphalt roof with a white cool roof, and properly insulating that roof, row home owners can reduce their heating and cooling costs by approximately 20 percent. In addition, some residents may be eligible for federal tax credits and rebates for other energy-efficiency improvements.

To enter the competition, **one** Block Coordinator from each block should be responsible for filling out the entry form and gathering the signatures of all participating homeowners and renters on their block. Detailed instructions on how to enter are included in this package.

For more information about the contest and the entry process, please visit [www.retrofitphilly.com](http://www.retrofitphilly.com) or attend one of our education sessions:

- Monday, February 22, 2010, at 6:30 p.m. at the Central Free Library of Philadelphia (1901 Vine Street)
- Monday, March 1, 2010, at 6:30 p.m. at the Central Free Library of Philadelphia (1901 Vine Street)
- Wednesday, March 10, 2010, at 6:30 p.m. at the Northeast Regional Branch of the Free Library of Philadelphia (2228 Cottman Avenue)

Any questions can be directed to Taylor Goodman with the ECA at 215-609-1048 or [TaylorG@ecasavesenergy.org](mailto:TaylorG@ecasavesenergy.org).

Philadelphia can become the “Greenest City in America” through a block-by-block effort, and I hope that you and your neighbors will get involved. Thank you for all that you do for the City of Philadelphia.

Sincerely,

Michael A. Nutter  
Mayor of Philadelphia

Coolest  
Block Contest

