Dear fellow citizens,

I mayor [name], want to extend my good wishes for the upcoming holiday season. May your celebrations be joyous and your home and hearth, warm and welcoming for family and friends.

As the festivities start, please don’t forget our annual Christmas switch-off tradition. Our town saved [amount] in electricity bills alone last year. Not only does this number signify money saved, but energy is conserved. Some steps you can take in this regard are as under:

* Before cranking the heat up, put on another layer of warm clothing.
* Turn all the extra lights and electronics off.
* Instead of putting your computer and television on standby, turn them off.
* When your mobile and tablets are charged, remove them from the charger.
* Even on standby, gaming consoles can use up to [number] in energy annually. So, encourage your kids to turn them off as soon as they are not playing.
* Finally, if you really want to keep the Christmas lights on, turn them on from 6pm till you go to bed. Instead of keeping them on the entire night.

By following these few simple steps, not only would you cut down on your electricity bills but make this holiday season a happier one for our planet too!!

Season’s greetings

Yours sincerely,