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## Conservative Kansas town reduces energy use, saves money

by Demetria Martinez

NCR Today

They don't believe in climate change. They can't stand Al Gore. But the residents of the deeply conservative town of Salina, Kansas are committed to saving energy thanks to the Climate and Energy Project.

A fascinating article in today's *New York Times* says that the project is aimed at reducing the heartland's dependence on coal and oil.

To do that, project directors realized that would have to pitch the idea in a new way: by appealing to values such as thrift, patriotism and religion as the basis for saving energy.

Cleaner energy projects are springing up and many conservative Kansans are looking at what they can do to save energy in their own households and businesses.

Check out this article. I think the project has tremendous potential to get massive numbers of people involved in the work of helping to save the planet, despite their refusal to believe in global warming.

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