

# Light Pollution is destroying our night...

...but YOU can make a difference.

Photo by Jim Richardson

## What is Light Pollution?

Most of us are familiar with air, water and land pollution, but did you know that light can also be a pollutant?

The inappropriate or excessive use of artificial light – known as light pollution – can have serious environmental consequences for humans, wildlife and our climate.

By joining IDA you help us protect our planet, save billions of dollars in wasted energy and connect future generations to starry skies.



## Light Pollution is Reversible!



A stunning example of the effects of light pollution. Photos taken before and during the 2003 Northeast blackout, a massive power outage affecting 55 million people. Photos by Todd Carlson.

## Take Action!

### Light Pollution affects us all. 5 ways you can make a difference!

1. Install lighting only when and where it's needed.
2. Use energy saving features such as timers, dimmers and motion sensors on outdoor lights.
3. Make sure your lighting is shielded so light shines down, not up. Encourage good lighting at your workplace, too.
4. Educate your friends and neighbors about the importance of good lighting for our health, economy and environment.
5. Join IDA and visit [darksky.org](http://darksky.org) for more information and free resources.



## About IDA

The International Dark Sky Association, a 501(c)(3) nonprofit organization based in Tucson, Ariz., is dedicated to preserving the natural nighttime environment by educating policymakers and the public about night sky conservation and promoting eco-friendly outdoor lighting.

### Our Mission

To preserve and protect the nighttime environment and our heritage of dark skies through environmentally responsible outdoor lighting.

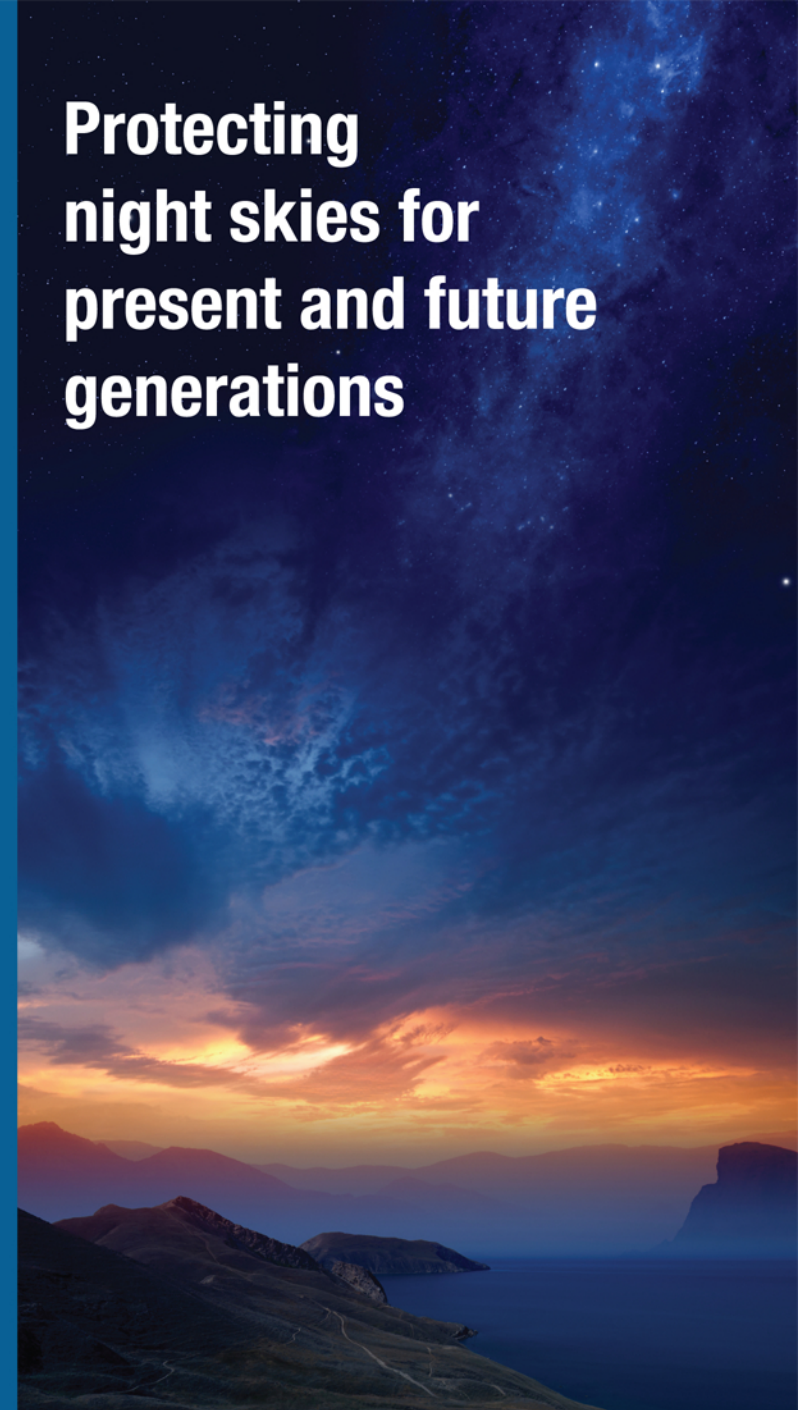
### Our Goals

- **Advocate** for the protection of the night sky
- **Educate** the public and policymakers about night sky conservation
- **Promote** environmentally responsible outdoor lighting
- **Empower** the public with tools and resources to help bring back the night



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# Protecting night skies for present and future generations



# 5 Ways Light Pollution Hurts our Planet

*Artificial light not only prevents city dwellers from seeing the stars, it also harms the environment and human health.*



## Light Pollution Devastates Wildlife

Plants and animals depend on Earth's daily light and dark cycle to govern life-sustaining behaviors. Research shows that artificial light at night has negative and even deadly effects on many species.



## Light Pollution May Harm Your Health

Studies suggest that artificial light at night negatively affects human health by increasing our risks for obesity, sleep disorders, depression, diabetes, breast cancer and more.



## Light Pollution Can Make You Less Safe

There is no clear scientific evidence that increased outdoor lighting deters crime. In fact, poor outdoor lighting can decrease personal safety by making victims and property more visible to criminals.



## Light Pollution Wastes Energy and Money

As much as 50 percent of outdoor lighting is wasted, which increases greenhouse gas emissions, contributes to climate change, and renders us all more energy dependent.



## Light Pollution Robs Us of Our Heritage

Our ancestors experienced a night sky that inspired science, religion, philosophy, art and literature. Now, millions of children across the globe will never know the wonder of the Milky Way.

# We need YOUR help!

## IDA is working to preserve the night sky for future generations.

Join IDA

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Pay by: ☐ Check (payable to IDA) ☐ Credit Card ☐ Cash

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder: \_\_\_\_\_

Signature: \_\_\_\_\_

### Membership Level:

☐ \$35 ☐ \$250

☐ \$50 ☐ \$500

☐ \$100 ☐ \$1,000

☐ I would like to make an additional donation.

\$ \_\_\_\_\_

Donate

☐ I would like to make a one-time donation.

\$ \_\_\_\_\_

Your IDA membership is a tax-exempt donation.

## Join Us in Protecting the Night!

### Your dues and donations help us...

#### • Protect Wildlife and Ecosystems

We work with conservation experts and park officials to minimize the ecological impact of artificial lighting in natural areas, protecting habitats and wildlife.

#### • Promote Eco-Friendly Outdoor Lighting

Our Fixture Seal of Approval program certifies outdoor lighting fixtures that protect the night sky.

#### • Recognize and Preserve Dark Sky Places

The International Dark Sky Places conservation program recognizes and promotes excellent stewardship of the night sky. We have certified dozens of Places worldwide.

#### • Foster Education and Outreach

We educate communities and public officials about light pollution and provide specific solutions for minimizing its negative effects through our public outreach programs.

#### • Assist Parks and Protected Areas

IDA helps parks replace their bad lighting by providing eco-friendly options depending on need, and in some cases for free.

## Together we can save the night.

Thank you for  
your support!

