

IF EVERYONE IN
NEW YORK CITY WASHED THEIR LAUNDRY IN
COLD WATER FOR JUST ONE DAY, THE ENERGY SAVINGS
COULD BE 5.7 MILLION KWH.

ENOUGH TO
POWER EVERY LIGHT IN THE
EMPIRE STATE BUILDING FOR AN ENTIRE MONTH.

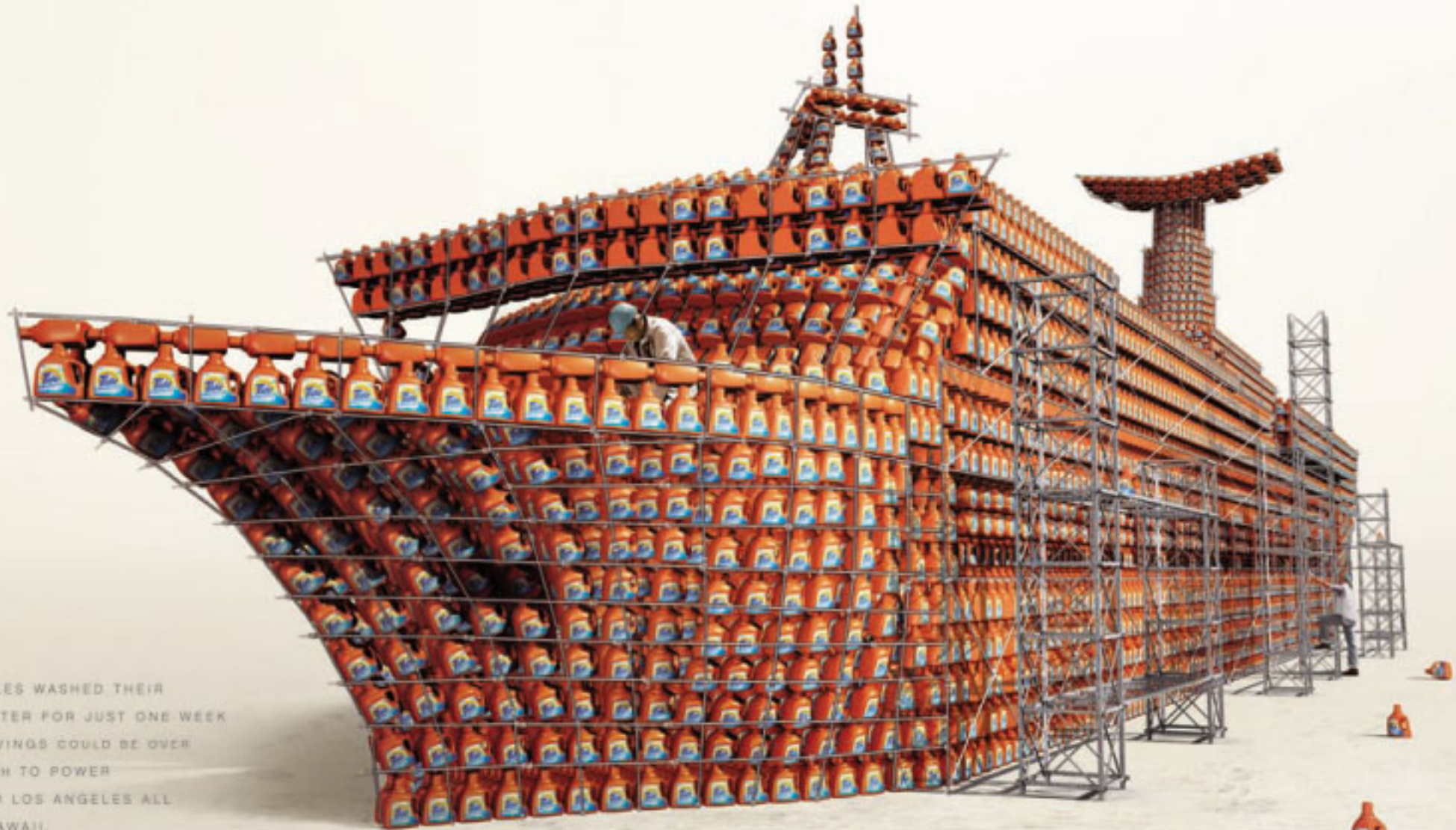
SAVE LOADS OF ENERGY.
TIDE® COLDWATER.





IF EVERYONE
IN CHICAGO
WASHED THEIR LAUNDRY IN
COLD WATER FOR JUST ONE DAY,
THE ENERGY SAVINGS COULD BE OVER
1.9 MILLION KWH. ENOUGH TO POWER
THE LIGHTS FOR AN EXTRA-INNING GAME
AT WRIGLEY FIELD LASTING TWO MONTHS.
SAVE LOADS OF ENERGY.
TIDE COLDWATER.





IF EVERYONE IN LOS ANGELES WASHED THEIR
LAUNDRY IN COLD WATER FOR JUST ONE WEEK
THE ENERGY SAVINGS COULD BE OVER
11.5 MILLION KWH. ENOUGH TO POWER
A CRUISE SHIP FROM LOS ANGELES ALL
THE WAY TO HAWAII.

SAVE LOADS OF ENERGY.
TIDE COLDWATER.

