

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.

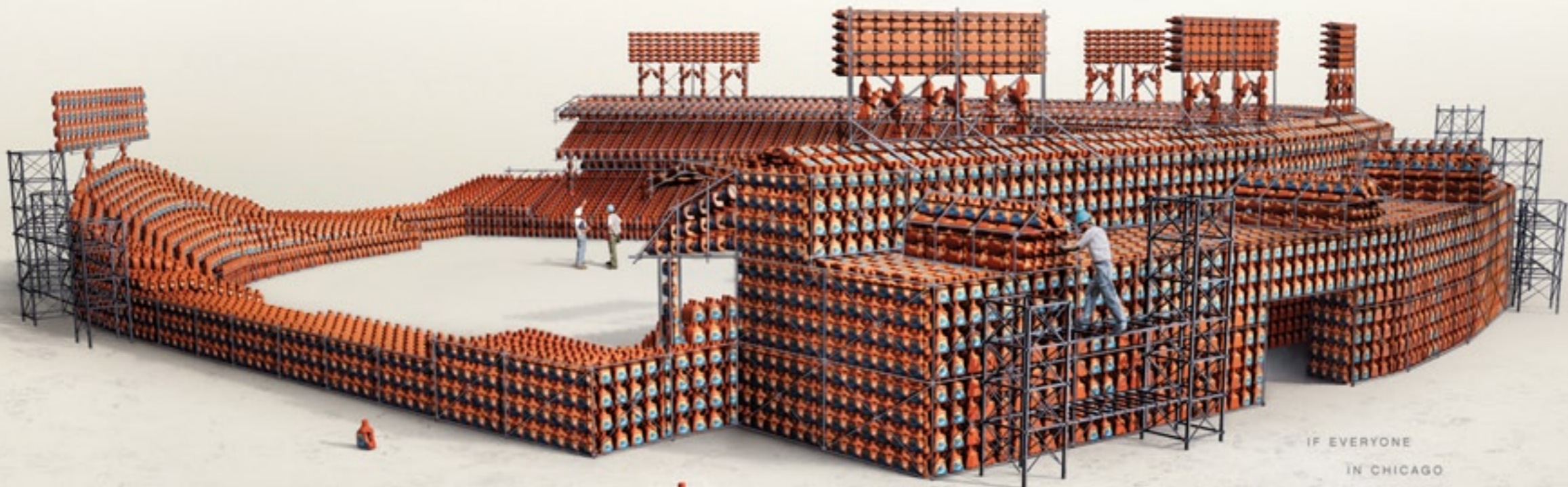
ENOUGH TO  
POWER EVERY LIGHT IN THE  
EMPIRE STATE BUILDING FOR AN ENTIRE MONTH.  
SAVE LOADS OF ENERGY.  
TIDE® COLDWATER.





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

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.