

FOR IMMEDIATE RELEASE
CONTACT: Lisa Orman • 608-767-1102
or Lisa@KidstuffPR.com
KidStuff Public Relations



KIDS ARE TURNING GREEN AFTER READING THE LITTLE ENVIRONMENTALISTS NEWEST BOOK

Parents Delight in Planet-Friendly Preschool Series

Hartland, WI (November 24, 2008)- It's easy to teach youngsters good manners like saying "please" and "thank you." But how can you teach them to "turn off," "unplug" and "reuse?" Those are just a few of the buzz words to living a greener life. Parents and teachers can turn to a delightful new book, *I'm Turning Green*, to educate even the youngest of children to make a positive impact on our planet.

Did you know that turning off the water while brushing teeth can save up to five gallons of water? These everyday lessons are sprinkled throughout *I'm Turning Green* as the main character, a child, slowly turns green from head to toe! The Little Environmentalists, publishers of children's literature to promote environmental awareness and appreciation, began their book series this fall with *Nature Discovery In My Backyard*, which has been receiving rave reviews from parenting blogs. Their newest book, also written by Rebecca Mattano, takes the reader inside the house, the grocery store and the farmer's market in a picture book format.



"The pictures in the book are very realistic (they look like photos) and they are big," writes mommy blogger Sassy Frazz in her review of *Nature Discovery In My Backyard*. "My kids love looking at the nature pictures and we had some great talks about the environment and what is outside our world."

Agrees blogger Stay At Home Moms Answers, "For environmentally conscious, eco-friendly parents, the process of teaching your child how to appreciate and protect the environment can sometimes be rather difficult. Thanks to The Little Environmentalists, a company that is dedicated to sharing environmental knowledge, this process has just become drastically easier."

Retailing for \$7.95, *I'm Turning Green* can be found at www.thelittleenvironmentalists.com and Amazon.com. Each of their books offers Earth Notes full of simple steps that families and classrooms can incorporate to conserve water, energy and other natural resources. Get a rain barrel, wash only full loads in the dishwasher or unplug unused appliances are just a few of their two-page list of handy tips.

As author Mattano, also a mom of two, asserts, "if everyone in America took these simple steps to go green, we could improve the quality of life for our children and future generations."

ABOUT THE LITTLE ENVIRONMENTALISTS

The Little Environmentalists, LLC, is a company committed to developing and publishing children's material to promote environmental awareness, appreciation, knowledge, and stewardship. The company is dedicated to sustainable business practices and producing environmentally friendly products.

The Little Environmentalists proudly print their books using 100% recycled paper that is 100% post-consumer waste and chlorine free, along with environmentally friendly inks. Environmentally friendly printing preserves forests and habitats, keeps toxic chemicals out of the environment and generates fewer greenhouse gases. It has been estimated that producing a ton of paper using 100% post-consumer copy paper rather than virgin pulp saves about 24 large trees, 4000 kilowatt hours of electricity, 60 pounds of air pollution and 7000 gallons of water.