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NYC's Green Halloween Festival promoting 'Creativity Over Candy' Featuring Live Entertainment and Interactive Art

NEW YORK, NY, October 14, 2009— The Green Year®, LLC and non-profit organizations HealthCorps® and Action Arts League today announced "Green Halloween NYC" (www.greenhalloweennyc.org), a festival and school/community initiative. The group's goal is to promote Halloween as a healthy and fun celebration that advocates "creativity over candy" and honors the three cornerstones of "green" - healthy people, healthy planet and healthy communities. The festival will be held in the heart of Nolita in Lower Manhattan on Saturday, October 31, 2009. Sponsors include Wonderful Pistachios, Cascadian Farms, Larabar, Pirate's Booty and media partners HGTV and Tonic.com.

The Green Year, Action Arts League and HealthCorps, a health movement founded by heart surgeon Dr. Mehmet Oz, have united this Halloween season to fight childhood obesity, diabetes and environmental degradation. Together, these organizations are working with community and school groups to demonstrate a "green" vision of Halloween by emphasizing the creative and theatrical aspects of the holiday, providing education on healthier treat alternatives and promoting ways to make all holidays more sustainable.

"Green Halloween promotes the positive aspects of Halloween and deglamorizes processed sugar candy during a holiday that has traditionally taught children, at the earliest stages of socialization, that candy is a 'reward' to be prized" says Green Halloween NYC Executive Producer Jim Glaser. "By encouraging healthy treats, creative performances and earth-friendly activities, we aim to spark new ideas about what Halloween means to our youth."

"HealthCorps is making Halloween a fun and more substantial celebration for our students by showing them how the green movement touches so many aspects of their day," said Michelle Bouchard, HealthCorps President. "We're getting students to eat healthier snacks, including fresh fruits as treats, visit green markets and spend more time exercising in local parks."

The Green Halloween Community Festival will be held on October 31, 2009 at DeSalvio Playground at Spring and Mulberry Streets in Nolita. Activities include eco-friendly art, performances, a healthy neighborhood "trick or treasure" trail, health-oriented exhibitor booths, interactive Halloween art and showcased costumes.

About the groups:



Green Halloween NYC is a collaborative effort involving these three organizations, numerous artists and community groups. It features three separate activities on Saturday, October 31st including the Green Halloween Community Festival, a Green Halloween float in the NYC Village Halloween Parade and "Green Halloween- Natures Revenge" a unique Halloween gala and fundraiser for the daytime festival.

www.GreenHalloweenNYC.org



Green Halloween® was founded by mother-daughter team Corey Colwell-Lipson and Lynn Colwell, the authors of *Celebrate Green! Creating Eco-Savvy Holidays, Celebrations and Traditions for the Whole Family*. Launched in 2007, Green Halloween is a grassroots, national campaign to educate and inspire parents and communities about three primary issues: health, the environment and community change. Green Halloween has affiliates hosting events in multiple cities including Seattle, WA; San Francisco, CA; Phoenix, AZ; and Tampa, FL and multiple locations in New York City. www.greenhalloween.org



Action Arts League is a 501(c)(3) organization that supports participatory art forms and creative community initiatives, including arts festivals, themed events, costuming, installation art and related media. They produce the annual FIGMENT event on NYC's Governor's Island and launched the "Healthy Halloween® festival, this events predecessor, in 2007. All activities are creative and fun with socially responsible themes. Organization Executive Director Jim Glaser, has hosted a large float in the NYC Village Halloween Parade, the worlds largest Halloween celebration, annually since 2000. www.actionartsleague.org



HealthCorps is a proactive health movement founded by Dr. Mehmet Oz, heart surgeon and host of the syndicated talk show *The Dr. Oz Show*, to help stem the crisis of child obesity. Through school-based health education and mentoring in 50 schools in 9 states, as well as community events and outreach to underserved populations, HealthCorps provides the knowledge and tools to engage and educate America's youth and families to "Eat Smart and Exercise." www.healthcorps.org