



*Coast to coast, every little ghost  
is doing her most  
to keep our planet  
BOO-TI-FUL  
- Zoe, age 7*

Dear **XXX**,

All over America, Halloween is getting a healthy, eek-o-friendly makeover.

That's right. *Halloween*.

Begun in 2007 by a Seattle mom of two, Green Halloween®, is a non-profit, nationwide, grassroots initiative to encourage communities to celebrate healthier and more sustainable holidays, starting with Halloween. Green Halloween has a simple goal: to keep the fun and happy memories while creating traditions children *and* parents can feel great about, now and in the future.

For **[XXX event]**, we invite you to join us in making Halloween healthier for our children and planet by “thinking outside the conventional candy-box.” Instead of handing out conventional goodies, we ask that you consider providing healthy and/ or eco-wise treats and treasures to this year's trick-or-treating guests:

- Temporary tattoos
- Polished rocks and stones
- Recycled plastic spinning tops
- Coins
- “Pumpkin points” redeemable at your store (if applicable)
- Organic candy (some brands come with biodegradable wrappers)
- All natural gum

Dozens of additional ideas can be found at:

[www.greenhalloween.org/content.php?page=treats](http://www.greenhalloween.org/content.php?page=treats) or  
<http://www.recycledproducts.com/index.php?cid=36>

*Won't it cost more?* No. In many cases, the cost is equivalent or less than what you've paid for candy for this event in year's past.

*Won't the kids be upset?* Green Halloween participated in numerous Halloween events last year and came face to face with thousands of children. We asked them what they would think if someone gave them one of the alternative goodies we had on our display instead of regular candy. After seeing the alternatives, *not one single child of any age* said they would rather have candy. Not one.

*Is there a happy medium?* Sure! Going healthy and green can happen in leaps and bounds or in baby steps. Either way, when changes are made for the better, they always count. One idea is to go green on just one night of the howl (see below) or to buy 50% candy and 50% something else. You may have lots of other ideas as well.

*Will joining in the efforts benefit my company?* Studies show that consumer interest in green products is growing and companies with sustainable practices are reaping the benefits of higher sales and customer loyalty. Parents are also looking for ways to bridge health- and eco-consciousness without having to abandon the enjoyment-factor for their kids. What better way to highlight your company's dedication to supporting a healthy community than through a fun and high-profile initiative such as Green Halloween?

Businesses owners who choose to go green this year may choose to be featured on GreenHalloween.org – a high traffic site that local parents count on for all of their Halloween tips and tricks and may also be featured in one or more of the numerous media opportunities that will arise from taking part in this innovative and timely revolution.

Thank you so much for your partnership and support.

Best wishes,

**YOUR NAME**

**[YOUR CITY]** Green Halloween® volunteer coordinator  
**[YOUR CONTACT INFO]**