



Dear Green Halloween Volunteer,

Thank you for your time, energy and willingness to turn your neighborhood healthy and green this Halloween. Our main goal for this first year is to let people know that alternatives to our unhealthy and un-Earth friendly traditions *do* exist and that on our end, we're hoping to make healthy and sustainable suggestions that are easy, accessible, affordable and FUN. You may find that some people are not interested while others will be enthusiastic; others will have a lot of questions and will want to think more about it. If you've encouraged people to think about the issues we're trying to address, this year will be a success!

During following years, our goals will broaden and our expectation and hope will be that the initial ideas planted will turn into action for many, many families. Of course, lots of families will make changes this year, which is very exciting. Please let people know that we'd love to hear from them as to what works and what has not worked for their families.

The following pages will provide you with talking points to use with your friends and neighbors. More info can be found on our website: www.greenhalloween.org.

As people in your neighborhood express interest in Green Halloween, be sure to suggest that they post a GH sign in their window or on their door to let others know they are a GH home. Also, ask them if they would like you to sign them up to become members of the Green Halloween team by registering online to receive updates.

Joining the GH movement is something anyone and everyone can do – choosing just one change is a step in the right direction. Encourage your neighbors to find healthy and or green traditions that will work for their families.

Feel free to e-mail me at corey@greenhalloween.org if you have questions, comments, suggestions and or ideas.

This year marks the beginning of something new for our kids and our planet – thanks to you. *We're grateful for your support and enthusiasm.*

Best wishes,

Corey Colwell-Lipson
& the Green Halloween team, sponsors and partners

Help Turn Halloween Green ... one neighborhood at a time.

Who says Halloween has to be unhealthy? And who says healthy can't be fun? Green Halloween is about making Halloween happy *and* healthy and about creating family traditions we can all be proud of.

Starting this Halloween, we're out to prove that holidays don't have to be about conventional candy and that going junk-food free can be easy, fun and affordable. We're tackling childhood health crises and environmental concerns head on by working with individuals, businesses and organizations to highlight new, creative, sustainable ways to celebrate the holidays, starting with Halloween.

Help, help, we need you! Want to join the revolution? It's easy.

Green Halloween is a **not-for-profit** community effort. It will only succeed if individuals and families decide to take part and do something different starting this year with this holiday. Whether it's switching from candy to honey-sticks, turning an annual Halloween party green, or spreading the word, everyone can play a role.

For starters, if you are planning on handing out candy this year, consider going candy-free and think TREASURES in addition to TREATS: :

- Honey sticks,
- 100% Fruit leather
- Polished rocks
- Stickers
- Soy or beeswax crayons
- Glass beads
- Seeds
- Play doh (store bought or homemade)

Dozens more ideas can be found on our website but be sure to check local stores that may carry these items. Even chains like Costco carry creative alternatives to candy (although these items may not be as Earth-friendly).

Please see our website for more how to's on being healthy and green.

Don't forget to let the neighborhood know you are going green by making a Green Halloween door or window sign!

This year, why not
think outside the candy box
and help create a child and Earth friendly Halloween?

www.GreenHalloween.org

Green Halloween shopping tips

Thinking Green on Halloween is as simple as 1 – 2 – 3 ...

Whether buying food, décor, treats, treasures or prizes for your Green Halloween party, thinking green is just as much about what you don't buy as what you do buy. Reducing the amount of waste we generate by cutting down on excessive shopping is not only better for our planet (and easier on our wallets) but reducing the number of products we buy also teaches our children the art of simplicity as well the value of moderation.

When purchasing items for your Green Halloween, it may help to consider whether the items you're buying are of quality and can therefore be enjoyed past November 1st. If not, can the items be reused or recycled? In addition, look for products that meet one or more of the following green criteria:

*Kid Healthy

- Organic or pesticide-free
- Food items are made from healthy and whole ingredients and do not include hydrogenated oils, trans-fats, artificial colors or flavors. The items have limited or no salt, sugar or caffeine (including chocolate)
- Non-food items are made from safe materials and do not pose any suspected immediate or long-term health risks

*Planet Healthy

- Made with Earth-friendly practices, such as by organic farming
- Preference given to locally grown or made goods (which alleviates environmental impact from shipping.) Get to know your local farmers and shop with them as often as possible.
- Non-food items are made from Earth friendly materials such as sustainably harvested wood or recycled plastic
- The item contains as little packaging as possible

*People/Community Friendly

- The people making the items earn fair wages and work in safe conditions (ideally, imported goods are certified Fair Trade)

Let parents know:

It can be difficult to find products that meet all three criteria, so we suggest that parents try to consider one or more factors when shopping for Halloween. We also believe that when consumers continue to request that these items are readily available and affordable, businesses will step up to meet the rising demand.

More green ideas can be found on our website: www.GreenHalloween.org

It all started with one mom who told another mom, who told her husband, who told his friends, who told their neighbors that it was time to make a change. Join the Green Halloween revolution and be the change you envision.

Top 3 reasons to go healthy and green this Halloween

1. Our Children

- a. This generation of kids has a life expectancy that is shorter than ours.
- b. 1 in 3 children born in 2000 will have diabetes and 2 million youngsters suffer from high blood pressure.
- c. 1/3 of America's children overweight; 17% are considered obese.
- d. Since the 1970's, the number obese children has more than tripled.
- e. 57 percent of girls and 33 percent of boys attempt to control their weight with cigarettes, fasting, or skipping meals
- f. In 2003 the average trick-or-treater collected 5,435 calories worth of candy containing more than 3 cups of sugar.
- g. EPA considers that 60% of all herbicides, 90% of all fungicides and 30% of all insecticides found in non-organically grown foods are carcinogenic.
- h. Over 6,000 synthetic chemicals are used in the processed-food industry.
- i. A 2004 study with 1800 three year old children found that behavior measurably improved after a one week diet without preservatives and artificial colors and dramatically worsened on the weeks they were given preservatives and artificial colors.

2. Our Planet

- a. Organic farming conserves energy, protects the water supply and prevents soil erosion.
- b. Coco beans used for chocolate that are grown in full sun (as opposed to shade) are susceptible to disease and therefore require heavy doses of toxic pesticides and synthetic fertilizers.

3. People

- a. According to UNICEF, coco-bean plantation owners are notorious for child slavery and paying low wages to farmers because of market deregulation.
- b. Organic farming protects the health of farm workers.

A 2003 Yale University study found that nearly half of 284 young trick-or-treaters picked a small toy over candy when given the choice.

SIGN ME UP for GH news, updates, and more...

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>E-mail</u>	<u>Notes</u>
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GH Volunteer info (name, address, phone, e-mail, comments):

