

## Green Halloween® Backgrounder

Green Halloween is volunteer-run, grassroots initiative to create healthier and more Earth-friendly holidays, beginning with Halloween. Green Halloween began in the Seattle-area in 2007 and in 2008 went nation-wide, thanks wide-spread media exposure, word-of-mouth marketing and online buzz, as well as the support and enthusiasm of people and businesses all over the country.

In 2010, Green Halloween became an official program of EcoMom Alliance, a 501 (c) 3 non-profit, and global network of green moms.

Here is the back story:

It all started in the spring of '07 with a conversation between Corey Colwell-Lipson (a mother of two) and her local Whole Foods Market (in Bellevue, WA) about making Halloween better for kids and planet without losing an ounce of fun. Whole Foods loved the idea, offered to back her, and seemingly overnight, Corey had a true grassroots “movement” on her hands. Although the interest from all over the country spread like wildfire, she decided to contain it to the Seattle area just to see what would happen in the inaugural year... and what happened was incredible. The whole community came together: individuals, organizations, businesses and local governments - all signed up to embrace the ideas she promoted. The local (and national) press went wild over it too.

Corey had no idea that she'd take Green Halloween nation-wide the very next year, but because the demand and interest was clearly there, she brought the model she created in 2007 to cities all over the country (with the help of volunteer “coordinators”). Although she provided the “bones,” each city put their own twist on Green Halloween; so Seattle's looked different than L.A.'s and L.A.'s looked different than Daytona Beach's and so on and so forth. The idea was that as the initiative spread, the whole country would be engaged in a nation-wide movement that all the while maintained its own local spirit and flavor.

In addition to raising public awareness for how to keep the fun but lose the un-healthy and unsustainable holiday habits, the Green Halloween initiative raises funds for health and environmentally-focused non-profits through sponsorship dollars. As Green Halloween grows, so too will the opportunity to raise even *more* money for more worthy causes; snowballing for the good of others.

Since Green Halloween is a community movement there is plenty of room for anyone who wants to get involved – from parents who want to gather support in their neighborhoods, to schools that want to turn their existing celebrations green to companies who want to show their support by aligning themselves through sponsorship... The possibilities are truly endless.

Colwell-Lipson's vision inspired a green holidays revolution. And in the fall of '08, she and her mom, Lynn, founded The Green Year, LLC and co-authored the book, *Celebrate Green! Creating Eco-Savvy Holidays, Celebrations & Traditions for the Whole Family*. The duo's

simple, practical, affordable and “meaningfully green” ideas have since appeared on local and national TV, radio and in print. In 2010, they also launched National Costume Swap Day™, which – like Green Halloween – was immediately met with incredible enthusiasm from the public and media.

For more information, please contact [Corey Colwell-Lipson](#).