

IMMEDIATE RELEASE

Contact: Louann Phillips 602.361.3785 Iouann@inspiredbirthdays.com

Valley Residents called on to "GO GREEN" for Halloween

Effort to turn month of October into a more environmentally and kid-friendly celebration encourages thinking "outside the Candy Box!"

(Phoenix, AZ October 1, 2008) It may not yet feel like fall is in the air, but it's time to think about trick or treating in a healthier way this year. That's because Green Halloween is coming to Phoenix and families and businesses are invited to be part of the movement.

Former Arizonan, Corey Colwell-Lipson, founded GREEN HALLOWEEN in the Seattle area last year. Now with the help of Inspired Birthday's founder and Valley resident, Rhonda Bannard, the concept for a healthier, more eco-friendly holiday is coming to the Valley.

Corey's conversation with her local Whole Foods last year resulted in an effort to make Halloween healthier and safer for children and the environment. To expand the concept, she recruited concerned parents across the country to bring the concepts to their cities, and Phoenix is among the mix. Valley nonprofit, HandsOn Greater Phoenix, formerly Make A Difference, along with the national group, Treeswing, are the beneficiaries.

More than \$5.1 billion in retail spending happens for Halloween. "That kind of 'green' investment can be put to better use," says Bannard, the local organizer.

"We're inviting parents, businesses, organizations, neighborhoods and schools to put a twist of green into their October activities so that the celebration has a lighter footprint on our children with healthier choices for treats, as well as a gentler impact on the environment," she said. And many have already signed up.

Several schools, classrooms, businesses and others have joined in the effort to bring a new level of consciousness to our typical habits for Halloween and beyond (see the list below).

Why make a change? Consider the "tricks" played on our children through the treats they consume during this holiday season and beyond that have now shortened the next generations' life expectancy:

- 1 in 3 children born in 2000 will have diabetes and 2 million youngsters suffer from high blood pressure.
- 1/3 of America's children overweight; 17 percent are considered obese.
- . Since the 1970s, the number of obese children has more than tripled.
- In 2003, the average trick-or-treater collected 5,435 calories worth of candy containing more than 3 cups of sugar.

Whether it is a shift to healthier options for kids, or a move to cut down on consumption, increase recycling and get back to the "fun" of Halloween, Green Halloween is about challenging people to "think outside the candy box."

Groups and individuals can make their commitment to the movement by visiting www.greenhalloween.org/Phoenix to find easy tips and ideas to turn their spooky celebrations green – or suggest their own. That could mean using recycled costumes or collecting change instead of candy to benefit the nonprofit groups.

But there are other ways to get behind this fun concept, noted Bannard. Everyone is encouraged to simply tap into their creativity to make small or significant changes - from purchasing pumpkins at your local farmer's market or using recycled shopping bags for trick or treating.

Fondly remembering growing up across the street from her childhood dentist where she always received something healthy, like a toothbrush or raisins, Bannard is excited to see the Valley kick off this concept and grow it over the coming years. "We can get kids excited about healthier choices for themselves and for our community," noted Bannard. In fact, she tapped a local designer to come up with a fun, local logo to use for the movement. You'll find the "Green Halloween Rocks" graphic on the web portal and Bannard can help interested parties incorporate it so the effort grabs the attention of the little, and big kids ready to make this trick or treat season more Eeek-o friendly.



Bannard invites companies or individuals to get involved in supporting this movement in a bigger way. She's happy to offer ideas on how groups can customize efforts for a business or community's specific interests.

Several supporters have already signed on or are preparing to jump into the Green Halloween effort. Some of them include All Natural Crayons sports drink for kids; Glee Gum; Natural Awakenings; Whole Foods Market; AKA Green; parents at the schools of Rancho Solano in Chandler, Awakening Seeds in Phoenix, Orangewood Elementary in Phoenix, Montessori Day School Mountainside, Shepherd of the Desert Lutheran Preschool in Scottsdale, Desert Shadows Middle School and Madison Heights Elementary in Phoenix; Paint on Pottery on Indian School Road; Moonbeams in Scottsdale; Allegra Print & Imaging; and Raising Arizona Kids magazine.

So think outside the candy box and join the effort at www.greenhalloween.org/Phoenix or by contacting Rhonda Bannard at Rhonda@InspiredBirthdays.com or 602.264.3434.

###