



## Why Green Halloween®?

Although Green Halloween® takes an optimistic and positive view point, we are motivated to ignite change to create a holiday that is healthier for people and planet.

### Top 3 reasons to go healthy and green this Halloween:

#### 1. Our Children

- Today's trick-or-treaters have a life expectancy that is shorter than their parents.
- One in three trick-or-treaters will get diabetes in their lifetime; 2 million trick-or-treaters suffer from high blood pressure.
- One third of American trick-or-treaters are overweight; 17% are considered obese.
- In 2003 the average trick-or-treater collected 5,435 calories worth of candy containing more than 3 cups of sugar.
- EPA considers that 60% of all herbicides, 90% of all fungicides and 30% of all insecticides found in non-organically grown "goodies" are carcinogenic.
- Over 6,000 synthetic chemicals are used in the processed-food industry. Most Halloween "treats" are processed.
- One in thirteen trick-or-treaters suffers from food allergies.
- 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 (present in most Halloween candy).
- Store-bought costumes and accessories may contain phthalates, lead and other toxins.
- One test of multiple brands of face paints found detectible levels of lead in *all* of them. (According to experts there are NO safe levels of lead).

#### 2. Our Planet

- Swapping half the costumes kids wear at Halloween would reduce annual landfill waste by 6, 250 tons; equal to the weight of 2,500 midsize cars.
- Organic cocoa farming conserves energy, protects the water supply and prevents soil erosion.
- 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.

- Palm oil, a common ingredient used in candy, is often sourced at the expense of rainforests and the animals that live there, such as orangutans – and contributing to global warming.

### 3. People

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

### But because of YOU change is in the air....

- In 2009, twice as many people dressed up in DIY costumes as compared to the year before.
- The 2010 launch of [National Costume Swap Day](#) was met with a whirlwind of enthusiasm at more than 75 swaps in the U.S. and Canada.
- In 2010 more than one million units of candy was replaced with healthier and more sustainable Halloween goodies at Green Halloween partner events nationwide.
- From 2005 to 2007, organic candy offerings increased by 170 percent.
- 35 percent of Americans have higher interest in the environment today than they did one year ago.
- 35 percent of Americans have higher expectations for companies to make and sell environmentally responsible products and services during the economic downturn.
- 70 percent of Americans indicate that they are paying attention to what companies are doing with regard to the environment today, even if they cannot buy until the future.
- An increase in the number of PVC-free costumes, lead-free face paints and reusable trick-or-treat bags on the market.
- According to experts, skyrocketing sales of organic chocolate helping to drive the organic market.
- Conventional companies such as Cadbury are moving into the organic and Fair Trade markets.
- In some markets, sales of Fair Trade chocolate has doubled.
- In 2009, Mars pledged to source cocoa for all of its products from sustainably harvested farms by the year 2020.
- The Green Halloween® revolution has grown from one “officially hosted” city in 2007 to more than 65 events nationwide.

**Fact:** 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.