



## 2008 | 2009 The Year in Review

As summer approaches, we recap an unprecedented year of growth and accomplishment for the Teens Turning Green Campaign, its membership and new chapters. Through national outreach events, powerful legislative advocacy in state capitols and educational forums, we have engaged thousands of teens, teachers and community members and activated them protecting their right to health. TTG has been in the New York Times, Seventeen Magazine, Teen Vogue, Boho, the SF Chronicle, Dallas Morning News, New York Post, CNN and many other local and national news outlets and blogs. Campaign members have presented at and moderated national conferences, launched the Teens Turning Green Collection of eco products with Whole Foods Market nationally, partnered with businesses, political leaders, schools, and youth organizations and been awarded for this work. In our mind, Teens Turning Green is the most powerful teen led campaign on the planet.

*Teens Turning Green is a national movement of teens transforming the world through investigating harmful exposures in daily lives, schools and communities, advocating for change in policy and practices to protect our world, and educating peers and the community about healthier choices. Through collaborative change, these young leaders inspire us all to work towards a healthier and more sustainable future.*

### **Campaign 2008 | 09**

Our campaign goals are to educate, advocate, mentor and outreach to increase capacity and thus the momentum of this movement working to remove toxic chemical exposures from our daily lives. We started the year with meetings in our anchor cities; New York and the Bay Area to plan our calendar and strategize our goals for the year. By October, we had launched a new Chapter in Dallas. In subsequent weeks and months the campaign gained even more exposure and our base of chapters continued to expand. Seventeen new chapters in cities around the country have formed in follow up to articles about the campaign in the two major teen magazines; Teen Vogue and Seventeen. As well, requests have come internationally from Canada, Brazil and Australia. Campaign members mentor these new leaders and support their efforts by providing guidance, materials, hosting conference calls and advising in any needed capacity. Overall, we have reached more than 30,000 teens and community members through presentations, event participation, and community activities over the course of the past year.



### **Becoming Informed + Informing**

The education begins with our weekly meetings with each chapter; senior members mentoring new participants, helping them define and understand the issue and teaching them how to be effective communicators in public forums. Throughout the year campaign members hosted many events in



schools, retail outlets and community locations, speaking, tabling and engaging the public around this issue of vital importance to our health and well being. One of our core events is the Annual National Teen Summit where teens come from across the country to interface with their peers, leaders and experts from the "green" world. The Summit is engages the group around informative panel dialogues, moderated by campaign members. The teens acquire skills as effective moderators, group leaders, public speakers, and mentors. We also host "Green Spas" and many other events that convene teens and educate them at the same time.

## Events + Initiatives

In addition to Green Spas, Teen Concerts, and National Summits, we launched a spring initiative this year called, Project Green Prom ([projectgreenprom.com](http://projectgreenprom.com)). It started in partnership with Whole Foods Market and Pottery Barn Teen with an on line video contest inviting teens to create a three-minute video about greening their high school prom. Next we introduced a sophisticated and comprehensive on line resource called the *Project Green Prom Toolkit*. In concert with the launch of the Toolkit, TTG chapters in NY, the Bay Area and Dallas

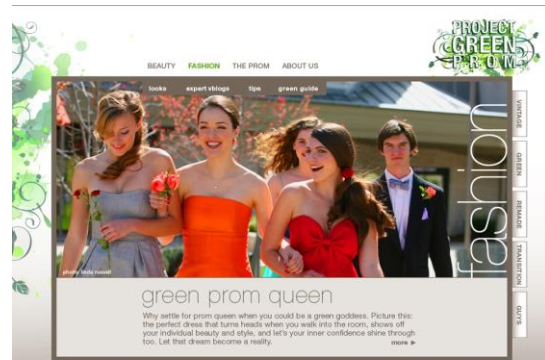
hosted very well attended Eco Prom Fashion events and Green Spa events. The Bay Area Chapter opened the first Project Green Prom Shop to bring the "Green Prom" concept to life and further engage the community around greener choices around Prom. The shop is hosted at the Village at Corte Madera, a prestige mall in Marin Country featuring vintage and second hand dresses, tuxedos and shoes donated by community members, an eco beauty bar where teens get their hair and make up done prior to prom and tips on alternative prom transportation, eco flowers, décor etc. This well executed, multi faceted and very successful initiative has generated great interest on many fronts, local and national media exposure and continues to inspire more and more teens to get involved in the campaign.

Our partners on this project; Whole Foods Market, with PBteen, and a collective of green beauty and eco fashion companies.

[Click here for press on PGP.](#)

## Community Presentations

Campaign members have been invited to speak in many esteemed forums including: LOHAS, YPulse Mashup, the New York Green Schools Conference, Go Green Expo New York, Denver Green Festival, Visa Health Fair, Brower Youth Award Ceremony, SF Youth Eco Fairs, EcoStilleto events in NY and Los Angeles. They participate as keynote speakers, presenters, and event hosts educating thousands of people, and meeting other like minded teens and adults working toward common goals.



## Advocacy

Campaign members advocated, lobbied and testified in support of legislation around reduction in toxic exposure; The Toxic Toys Bill, Lead in Lipstick and in New York legislation to ban Styrofoam. In addition, the campaign has been involved in supporting the Asian Nail Collaborative Health Conference, collaborating with the American Cancer Society's, Look Good, Feel Better program and the California Department of Toxics Substance Control in San Francisco.

Each year we develop and execute at least one advocacy campaign. This year, the teens created the Lips Against Lead Petition to support legislation that would ban lead in lipstick. To accomplish this, we distributed over 50 organic cotton canvases to schools and youth groups across the country. Students signed and "kissed" the petitions with lead free lipstick in support.

In our Teens for Healthy Schools program, campaign members work to eliminate toxic products using their school campuses as the palette for exploration and investigation. One focus this year was to encourage schools to replace dry erase board markers with the greener alternative and Purell Hand Sanitizer dispensers with brands that don't contain toxic chemicals. Actions like these will continue to gain momentum as we start the new school year and our Project Back to School initiative.

## Teens Turning Green Collection

The TTG Collection of eco body products was launched September '08 in partnership with Whole Foods Market nationally. The goal in creating this line was to inspire the growth of campaign chapters in cities across the country. Additionally the line will be featured soon in the PBteen Catalogue with more partnerships developing in the United States and around the world.

## New York Chapter

The New York Chapter has made great strides this year starting with their launch event, Turning Green in April '08. The teens have guided their chapter with strong teen leadership, hosted major events, filmed much of the Project Green Prom Video, and presented at many high profile events. NY Chapter teens were featured in a two page spread in the May issue of Teen Vogue. NY members of the National Advisory also traveled to the National Teen Summit this past February in the Bay Area. In May they got involved in their first legislative effort in the NY State Capitol, lobbying for a ban on Styrofoam. They are planning events to take place over the summer.



## Dallas Chapter

In the Fall, campaign members traveled to Dallas and Austin to help launch new chapters in those cities. With the support of WFM's 5% day, we held in store events and presented at schools around both cities to raise awareness around the campaign. They generated an inspired following of students, parents, and teachers who pledged to support the mission of the TTG campaign. The teens in these cities were trained to give presentations to their peers and by the end of the school year they jointly organized and hosted a Green Festival including an eco fashion show and Green Spa all on their own with great success. One of the Dallas students won the national video contest for how to green her high school prom with a fantastic animated video. She was flown to New York to participate in the Project Green Prom launch event and was featured all over the Dallas news gaining incredible media exposure for the TTG campaign.



## Awards

Campaign members have recently been honored with the Marin Conservation Award, the Bank of America Youth Leadership Award, and The Diller Teen Tikun Olam Award. All coveted recognition for service and leadership. TTG was honored with an award from the American Fertility Association for educating women about exposures impacting reproductive health.

## Media Coverage

With feature articles and editorial in Seventeen Magazine, Teen Vogue, Organic Beauty, Boho, The New York Times, San Francisco Chronicle, Dallas Morning News, New York Post, Marin Independent Journal, hundreds of blogs and websites too numerous to mention, the Teens Turning Green Campaign received great acknowledgement that has increased awareness around this issue and expanded our reach nationally. [Click here for Press about campaign.](#)  
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## Recap

Over the course of the 2008| 09 school year:

- Participation at over 45 events around the country
- Presentations at 25 middle and high schools and
- 20 community presentations
- Teens Turning Green Collection launched nationally at WFM
- Chapters launched in three new states
- Trained 30 new teens and adult leaders around the country to start new chapters in their schools and communities
- Over 2,000 new subscribers to our e-newsletter database
- Launched Facebook event page, YouTube channel and Twitter page
- Recurring blogs on sites such as Whole Foods Market, Ecofabulous,
- Press coverage in over 100 websites, blogs, magazines, newspapers, radio and television