

For Use: 24 November 2008

WE'RE DREAMING OF A GREEN CHRISTMAS 5 easy ways to be bright green this Christmas

"The holidays are a time when we consume more than usual, and we urge Australians to do everything they can to reduce their environmental impact this Christmas," says Kim McKay, co-author of ***True Green Home*** and the co-founder and deputy chairwoman of Clean Up Australia.

"Preparing for a bright green Christmas just requires a little more thought and is simple if you follow our 5 easy tips," co-author Jenny Bonnin said.



5 Tips to a Greener Christmas from www.betruegreen.com

1. Gifts

Choose gifts carefully so that they aren't thrown out in a few weeks or months –Would a tree or seedling make a better gift? They also make great Christmas trees.

2. Travel

Air travel to visit relatives may be unavoidable. However, air travel produces about as much carbon dioxide as each passenger driving their own car the same distance. Qantas, Jetstar and Virgin all offer carbon offsetting online. When booking your flight, join a carbon offset scheme to offset the effects of your travel. Go to www.carbonneutral.com.au for more information.

3. Seafood

Seafood, a tasty and nutritious staple of the Australian Christmas, should be enjoyed responsibly. Avoid overfished varieties like orange roughie (sold as 'sea perch'), eastern gemfish, broadbill swordfish and shark (sold as flake). Better choices include yellowfin bream, blue swimmer crabs, oysters, yabbies and Australian native salmon. Go to www.amcs.org.au for the latest information.

4. Non-Toxic Products

Don't expose yourself, your loved ones, and the environment to toxic products this Christmas. Have environmentally friendly cleaning products on hand to clean with, and if you're giving cosmetics, fragrance, or painted toys as gifts, check to see what's been used in their manufacture.

5. Make Green New Year Resolutions

In 2009, reduce your environmental impact. The things you do differently should include:

- Reduce your energy consumption (and subscribe to accredited Green Power);
- Use less water with AAA-rated shower heads and water-efficient white goods;
- Reduce your waste and recycle as much as you can;
- Rely less on air conditioning – keep your thermostat between 22 to 27 degrees;
- Volunteer your time in your community to develop your professional skills;
- Drive your car one day less each week.

KIM MCKAY & JENNY BONNIN are available for interview. Please contact Jackie Evans Tel: 02 9808 3117 or 0407 776 222 or jep.pub@bigpond.net.au

True Green Home available now at ABC Shops, ABC Centres, selected book retailers, online at abcshop.com.au Telephone 1300 360 111
www.betruegreen.com



Kim McKay & Jenny Bonnin

Kim McKay and Jenny Bonnin are the creators of the highly successful True Green brand and series of books published both in Australia (ABC Books) and the United States (National Geographic).

Kim McKay, AO, (left) is the co-founder and deputy chairwoman of Clean Up Australia and Clean Up the World, and is an international social and sustainability marketing consultant who includes National Geographic among her clients. Kim has lived in the USA, UK, Morocco and Argentina and now lives in Sydney.

Jenny Bonnin, (right), has a background in strategic marketing and communications and works with the Clinton Climate Initiative. She has two children and two step children, for whom she is determined to leave the world a better place, and is also a director of Clean Up Australia and Clean Up the World.

Jenny and Kim are partners in the social and sustainability marketing firm, Momentum2 Pty Ltd.

They have already successfully published three books: **TRUE GREEN 100 Everyday ways you can contribute to a healthier planet**, **TRUE GREEN @ WORK 100 Everyday Ways You Can Make the Environment Your Business** written with business journalist Tim Wallace and **TRUE GREEN KIDS: 100 Things you can do to save the planet**.

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