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True Green Kids

100 things you can do to save the planet

By Kim McKay and Jenny Bonnin

rrp \$22.95; paperback ISBN 978 0 733 322 860



*Tread lightly on the earth. Remember we don't own the land, we belong to it.
It's up to us. It's up to you.*

True Green Kids is the third book in the True Green series written by Kim McKay and Jenny Bonnin who are part of the hugely popular Clean Up Australia campaign.

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

With tips on exploring the web, entertaining activities to engage with the environment, advice on eco-friendly camping, buying organic vegetables, star watching, gardening and a fun eco quiz, **True Green Kids** is a truly interactive book.

It includes 100 positive actions to help kids become a green change agent at home, at school, with friends and on holiday, plus useful facts about greenhouse gases, global warming, the actions of government and business and ways they could change.

True Green Kids will give any child the tools to love and respect their environment as well as the life skills and inspiration they will need to look after it.

'... rising to the challenge of protecting Planet Earth has become an exciting adventure rather than a chore. Once you start exploring and acting on the simple and practical actions presented throughout the book, you just won't look back.'
David de Rothschild, Founder Adventure Ecology and Clean Up the World Ambassador

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

Available from April 4 at ABC Shops, ABC Centres, selected book retailers, online at abcshop.com.au or phone orders to 1300 360 150

www.betruegreen.com



Jenny Bonnin & Kim McKay

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 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 US, UK, Morocco and Argentina and now lives in Sydney. In January this year she travelled to Antarctica by ship - a journey across the great Southern Ocean which she says was a life-changing experience.

Jenny Bonnin, at left, is a marketing and public relations consultant with 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 has recently spent a month in India meeting with kids in schools and village communities to understand how they are adapting to the enormous economic growth in their country and how this affects their daily lives. An inspirational and humbling experience, the lesson of 'waste not want not' is truly evident.

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

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