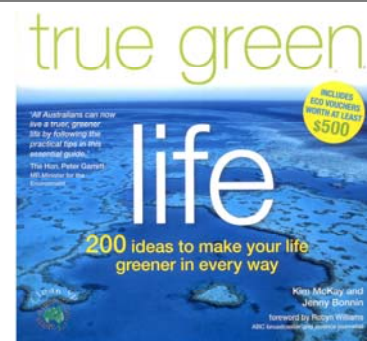


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## TRUE GREEN LIFE – COST SAVINGS

### SAVE HUNDREDS OF DOLLARS EVERY YEAR...IT'S EASY BY BEING TRUE GREEN

New book, *True Green Life...200 ideas to make your life greener in every way* shows you how. The book also includes eco vouchers worth \$500.



With electricity prices about to soar, and the impact of the global financial crisis putting additional pressure on household budgets, everyone is looking for ways to save money.

A new book, *True Green Life...200 ideas to make your life greener in every way* (ABC Books \$29.95) shows you how to carve hundreds, if not thousands of dollars off your household budget. And it's easy, according to co-author of the True Green series, Kim McKay.

"Developing better environmental practices is good for reducing our carbon footprint, but it's also good for the hip pocket. Every dollar you save will also save about 1.6kilograms of greenhouse gas emissions," Kim said.

"Everyone would like to reduce their electricity bill by 10% and you can do that pretty much immediately by simply unplugging all the electrical appliances that have a 'standby' light showing. Just go around and switch them off at the power point and turn off unnecessary lights and you'll be surprised at how much you'll save," she said.

"It's not that hard to change your behaviour especially when there's an added incentive to save money," Kim said.

### 10 other ways to save real dollars featured in *True Green Life* include:

1. pack light when you go on holidays and just take carry on as many airlines now offer cheaper fares if you don't check luggage
2. remember to put your house into energy hibernation while you're away – unplug all electrical appliances and use it as an opportunity to clean out the refrigerator and switch it off too.
3. don't use disposable plates and cups when you have a party – think about the environment and it's cheaper to wash up your plates
4. Reuse gift wrap and cards so you don't have to buy expensive wrapping paper and seek out 100% recycled wrapping if you do buy
5. Make gifts for your friends – biscuits, cakes, jams and pot plants from cuttings are meaningful, appreciated gifts created with love *please see over...*

**KIM MCKAY is available for interview. Please contact Jackie Evans  
Tel: 02 9808 3117 or 0407 776 222 or [jep.pub@bigpond.net.au](mailto:jep.pub@bigpond.net.au)**

Available from March 30 at ABC Shops, ABC Centres, selected book retailers, online at [abcshop.com.au](http://abcshop.com.au)

[www.betruegreen.com](http://www.betruegreen.com)



## 10 other ways to save real dollars featured in *True Green Life* continued...

6. If it's for dad, look for a rechargeable electric razor and always buy rechargeable batteries (they can last up to 1,000 times longer and save you hundreds of dollars)..forget the socks!
7. And for mum at mother's day, cooking her a meal, committing to visit more often and showing her your love is more important than spending hard earned cash on more slippers!
8. Create a veggie garden and eat your own fresh grown produce (Michelle Obama has just done this at the White House!).
9. Think before you buy that latest electrical gadget...do you really need it? And if something breaks, have it repaired instead.
10. Share and swap things with friends – books, cd's, clothes, magazines, ornaments, household appliances...one person's trash is another person's treasure! It's recycling at its best.

### About True Green:

Kim McKay, AO and Jenny Bonnin, part of the Clean Up Australia team (Kim is co-founder and deputy chairwoman and Jenny is a board member) created True Green to provide simple and practical actions to encourage all Australians to change their behaviour and make a real difference to protect our environment.

Their website [www.betruegreen.com](http://www.betruegreen.com) offers a wide range of positive activities to reduce your environmental impact in every aspect of your life. A portion of profits from the True Green books is donated to Clean Up Australia/Clean Up the World.

### Other books in the True Green series include:

*True Green.... 100 Everyday Ways You Can Contribute to a Healthier Planet* (ABC Books \$19.95) which was also published by National Geographic in the United States April 2007.

*True Green @ Work.... 100 Ways You Can Make the Environment Your Business* with Tim Wallace (ABC Books \$22.95) August 2007 and in the US in February 2008.

*True Green Kids.... 100 Things You Can Do to Save the Planet\** (ABC Books \$22.95) was released in April 2008 and launched in the US in September 2008.

*True Green Home...100 Ideas to Help You Create a Greener Home* (ABC Books \$22.95) was released in Australia in October, 2008 and due for release in the US in March 2009.

*True Green Life....200 ideas to make your life greener in every way'* (ABC Books A\$29.95, April 2009) and due for publication in the US by National Geographic Books in early 2010.

*\*True Green Kids has been announced as the winner of one of the USA's most prestigious children's science book awards, the AAAS/Subaru Book Prize for Best Practical Science Book and has been featured in the journal, Science Magazine. – the prize was awarded in Chicago in February, 2009.*

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