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true green life

200 ideas to make your life greener in every way

Kim McKay and Jenny Bonnin

rrp \$29.95; paperback ISBN 9780733322884



True Green Life...200 ideas to make your life greener in every way is the fifth book in the True Green series written by environmental campaigners and authors, Kim McKay and Jenny Bonnin.

On the 13 February this year, one of their earlier books, *True Green Kids...100 things you can do to save the planet* (ABC Books \$22.95) won the prestigious award for Best Hands On Science Book in the United States (presented by the American Association for the Advancement of Science). Co-author Kim McKay said the award was recognition of the need for simple communication which empowers people to take positive action about the environment.

"**True Green Life** is the culmination of our four previous books and has been the opportunity to weave the concept of living a **True Green Life** into the fabric of our daily activities in a practical and simple way", Kim said.

The 200 tips in their new book cover everything from travel, celebrations, activities and enjoyment through to home, health, finance and family.

"It's important that people know they can make a difference and that it's easy to change their behaviour - we've got to combat 'green fatigue' with cost-saving and easy changes and **True Green Life** provides these," she said.

Ian Kiernan AO, chairman and co-founder of *Clean Up Australia* challenges us to just try five of the points in **True Green Life** to change our behaviour and help reduce Australia's carbon footprint.

Some great ideas include:

- **Actively reduce holiday paperwork - a paperless holiday?** Forget collecting a bundle of brochures from your travel agent. Use the vast resources of the internet.
- **Mark important events and start a family tradition by planting a tree for special occasions** - the birth of a child, the loss of a loved one, weddings or even divorces!
- **Buy second hand and vintage clothes and shoes - besides food, clothes shopping has the highest environmental impact of all consumer activities.** About 150,000 litres of water is used in the production and transport of new clothes bought by the Average Australian household each year.
- **Leg it - save a litre of petrol and save 2.3kilograms of CO2**
- **The wrap on gift wrap -buy recycled.** Recycled paper only represents 9% of the paper market. It creates 74% less air pollution and 35% less water pollution. Kid's artwork, tea towels and scarves can also be used as wrapping and become part of the gift.

With **True Green Life** you can start making simple but important changes today to protect the future of our planet and help reduce yours and Australia's carbon emissions.

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 March 30 at ABC Shops, ABC Centres, selected book retailers, online at abcshop.com.au

www.betruegreen.com



Kim McKay & Jenny Bonnin

'True Green Life, by authors I really admire for their informed, forthright commonsense, shows how you and I can do it sustainably and make all the difference for a better, greener future.'

From foreword by ABC Broadcaster and Science Journalist Robyn Williams AM.

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 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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