

GOING GREEN

What does it mean?

Sesame Street's Kermit the Frog had it wrong when he sang, "it isn't easy being green." Not only is it easy, it is essential.

Environmentally speaking, going green is the catch phrase of our times. Whether we are watching television, listening to radio, surfing the Internet or walking through a bookstore, we are bombarded with seemingly endless encouragements to "go green." But what does it really mean, and how can we as Americans do our part to become global citizens focused on keeping our amazing planet Earth green and viable for future generations?

By choosing to go green, you are making a deliberate effort to lighten the impact that you as an individual or group have on the environment – i.e. your eco-footprint. The greener you become, the more environmentally friendly you will be. In fact, you may have already begun your greening process by implementing small changes such as bringing reusable shopping bags to the grocery store instead of using paper or plastic bags. But, let's not get ahead of ourselves.

You've heard of the three-part credo for going green: Reduce, Reuse, Recycle. Here are some simple suggestions for implementing those 3Rs so you can get your green going good.

Reduce

Reduce the energy you use by turning off lights when you leave a room. Grill your food outside instead of frying or baking it inside.

Reduce water use by installing energy-saving showerheads, and don't forget to turn off the tap when brushing your teeth.

Install energy-efficient appliances throughout your house.

Reduce the amount of household cleaning products you use.

Walk or bike instead of driving whenever possible.



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”



Reuse

Reuse goods and reduce the amount of waste you throw away.

Give things a new purpose like making pillows or pet bed covers from old towels and blankets.

Exchange outgrown or unused clothes among family or friends.

Patronize second-hand or antique stores.

Donate goods to charities or re-sell them on web sites like eBay and Craigslist.

Recycle

Shop for products with the recycle symbol (i.e. paper, plastic, glass and wood) then do the right thing and actually recycle them.

Compost your biodegradable food waste, turn it into soil, plant some vegetables, and then watch your garden grow.

Get involved with your community's recycle projects at schools, businesses and places of worship.

Here's one more bit of eco-friendly advice that has become a mantra of sorts. Think global and shop local. Conserving the earth's natural resources and reducing carbon emissions is a very global goal. One small thing you can do that will make a big difference is to purchase organic foods and other goods from suppliers where you live. As Martha Stewart would say, "It's a good thing."



This new icon will help you determine which products are green!

p.1307



A-B-C

p.1299



D

p.1307



E-F-G

p.1306



H-I-J-K

NEW!



L

NEW!

See the July insert for SAVINGS!



M

WRITE IT

ITEM #	DESCRIPTION	PRICE
A. PAP-33311	Papermate® pen, med, black	\$0.89 dz
B. PAP-33111	Papermat®e pen, med, blue	\$0.89 dz
C. PAP-33211	Papermate pen®, med, red	\$0.89 dz
D. PAP-70672	Papermate® Write for Hope	\$12.98 dz
E. UNV-27410	Ballpoint pen, med, black	\$0.79 dz
F. UNV-27411	Ballpoint pen, med, blue	\$0.79 dz
G. UNV-27412	Ballpoint pen, med, red	\$0.79 dz
H. PAP-96301	Papermate Flexgrip pen, med, black	\$9.99 dz
I. PAP-96101	Papermate Flexgrip pen, med, blue	\$9.99 dz
J. PAP-96201	Papermate Flexgrip pen, med, red	\$9.99 dz
K. PAP-96501	Papermate Flexgrip pen, med, purple	\$9.99 dz
L. PAP-1738795	Comfortmate ultra pencil set	\$2.59 st
M. SAN-1741763	Sharpie pink ribbon marker, 2 pack	\$1.99 pk