

**ALW EARTHLINK
MARCH 2009**

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March Birthdays

Spring is in the air – and it’s time to wish all these ‘spring chickens’ a happy birthday!

Debra – March 5

Jess – March 6

Colleen – March 12

Jerry – March 14

St. Patrick’s Day – March 17 (A very GREEN day!)

First Day of Spring – March 20

Kim – March 23

Vicki – March 29

We would be remiss if we did not pay special recognition to two of people on the March birthday list.

Jerry is Wen’s husband and the father of their four great kids (no, we’re not biased!). Jerry supports ALW financially by making HUGE monetary contributions to our causes each year. He supports us physically by being present as a Camp H.O.P.E. counselor every summer. He supports us emotionally by being a great listener – Jerry is usually the first person to hear about our successes, our failures, our joys and our traumas. He doesn’t complain about Wen’s FREQUENT trips to Kentucky (ok....MOST of the time he doesn’t complain!), and he always has a wise word of encouragement just when we need it the most. Oh yeah – and did we mention that Wen loves him!? ☺ Happy Birthday, Jer!

Vicki Hanna.....what can we say about such an incredible individual? Vicki is a dynamic human being with numerous gifts and talents. She is honest (sometimes brutally so!), passionate and driven by her causes. To us, she has been a teacher, a mentor, a counselor, a nurturer and a friend. When the environmental ‘bar’ was raised for ALW, Vicki helped push us over it, and we will always be grateful for the role she played in helping establish ALW as a viable, effective environmental

education organization. Happy Birthday, Vicki! We hope Jim and the kids treat you to a special celebration!

National Wildlife Week

March 16-20 is designated as National Wildlife Week. The National Wildlife Federation is sponsoring the annual NatureQuest Wildlife Watch – a program that gives you a chance to get outside and look for wildlife in your area. You can download a list of the wildlife you might see in your city or state by going to www.nwf.org/watch. This site also lists nature events near your home. Check it out! The more you know about wildlife, the more you'll respect wildlife. The more you respect wildlife – the better our Earth will become!

Environmental Organizations Online

The National Wildlife Federation also wants to encourage everyone to help protect wildlife and wild places. Want to find information about active environmental organizations near you? Go to www.eco-usa.net. Click on 'People' and then on 'Environmental Organizations.' Next, click on your home state. Finally, click on the names of the groups that interest you!

Camp H.O.P.E. 2009

Plans are moving along for Camp H.O.P.E. 2009. Our 2009 students have all been 'adopted' by generous ALW Angels and friends (thank you!), but we still need a lot of support in other areas! Can you help by:

- Donating a McDonald's Gift Card for a child
- Donating a special wildlife stuffed animal for a child
- Donating a pair of Croc-type shoes or rain boots for a child
- Making a donation to help offset the costs of workshop materials, guest speakers, the one-day field trip, etc.

If you can help in any way, we would love to hear from you! Contact us ASAP at alastingworld@sbcglobal.net. (All ALW Angels should watch for a special envelope in the mailbox within the next week or two!)

"Go Light Your World" 2009

"Go Light Your World" is the theme of our 2009 Remembrance Luminary Celebration, which will be held in Kentucky in May. Remember that each candle you light for someone/something special in your life will also help an underprivileged child in Kentucky to "SHINE." ALW Angels who contribute to this fundraiser event are automatically entered in a drawing for two special raffle prizes – one of which is a signed item from ALW Honorary Chairperson Kevin Richardson! Candle donations are \$5 per name/intention. Deadline to make candle donations is March 30! Thanks for helping us light up the night skies in Kentucky!

FUNdraiser Updates

We are working on two very special FUNdraisers – one is a fall ‘event,’ and the other is a surprise that will be announced within the next few months. Keep your ears and eyes peeled for the news! We think you will be very interested in participating in one or both of these FUNdraisers! ☺

Someone You Should Know

Kim Eidson, the Vice President of Marketing for a company called Save Your World, graciously donated a unique group of products for our 2009 Camp H.O.P.E. participants. We asked Kim some questions about her company and its products. Here are Kim’s answers.

1. When was your organization founded?

Our company was founded in 2006 by a group of family and friends, led by our President Scott Cecil. We come from all areas of discipline and industry experience all wanting the same thing, a better world for our children and future generations.

2. How many people do you employ?

Our employment number varies due to having a direct sales force and a staff of demo specialists, but we currently employ 50, many of which work part-time. We are located all over the country and work in a virtual environment to support our retail business model and to support environmental concerns. Most of us work directly from our homes.

3. What is the mission of your organization?

The mission of this organization is to provide financial support for and to create public awareness around conserving our world’s natural resources. We want to protect Earth’s natural resources for future generations to enjoy them uncompromised.

Our current project is to fund a 30-year renewable lease to save 200,000 acres of pristine rainforest in Guyana; we have been successful at this goal and have taken on another project. As of 2009, we have taken on a new conservation project to help fund the protection of a pristine Coral Reef and adjacent islands and habitat in the Phoenix Island, South Pacific Ocean.

4. Please tell us about your products.

Save Your World products consist of several brands (Save Your Skin, Save Your Hair, Save Your Body, Save Your Lips, and Save Your World), all of which are natural and organic ingredient personal care products that are not only good for your skin, body, hair and lips, but are also good for the environment. We currently carry body lotion, lip balm, shampoo, conditioner, shower gel, body wash and bar soaps. These personal care products are chemical-free, contain no parabens, no 1,4-Dioxane, no Sodium Lauryl Sulfate and are cruelty-free. In addition to these products that protect your body and our water sources from harsh chemicals, they also protect the environment through a product pledge of “1 PRODUCT = 1 ACRE OF RAINFOREST

SAVED FOR 1 YEAR.” We donate the funds to lease back an acre of rainforest for 1 year, with each product purchase.

We have recently launched a Hotel line of amenity Products (which is what we donated to the Camp H.O.P.E. children), under the product pledge of “1 ROOM FOR 1 NIGHT = 1 ACRE OF RAINFOREST SAVED FOR 1 YEAR.” We are working to sell these products to eco-friendly hotels and spas.

In addition to our personal care line, we also have a Rainforest Mall where we sell electronics, sporting goods, and books, all of which we donate proceeds to save an acre of rainforest for every \$25 in purchase. Our goal is to turn every type of purchases into a conservation effort. Similar to the concept of carbon credits, except you know exactly what you are funding and you are doing something with every purchase.

You may purchase our products, either in retail store locations (see our store locator at

<http://store.saveyourworld.com/Articles.asp?ID=132>)

or by purchasing directly on our website at www.SaveYourWorld.com. Our products are in Whole Foods Markets in the premium body care section and in The Vitamin Shoppes nationwide, as well as in many other locations throughout the United States.

5. How can others become more involved in your organization?

We have a charitable wristband program that your members could utilize to run a program to help save the rainforest, or we have web affiliate programs should any of your members have websites and wish to add a link to our site. Both of these programs provide funding back to your organizations or to individuals if they meet the sales goals. These programs can be found at our Partner With Us section on our website,

<http://store.saveyourworld.com/Join-Our-Team-s/1508.htm>.

6. How many groups do you annually donate to, and what makes you choose the groups you select?

Our contributions vary, as we are a new company and are growing. We generally look to donate to organizations that have a similar interest. Of particular interest to us are groups that share a common conservation goal that does not conflict with our own.

We also support organizations such as homeless shelters in key cities throughout the United States, since our products lend themselves to that type of need.

7. What inspired you to donate to ALW?

We were intrigued by your support of children and your interest in teaching them about the rainforest. We feel that if we can educate our children, then future generations will become protectors of our environment.

Plus, we are concerned about the overall health of children and the use of personal care products that have harsh chemicals.

8. What environmental message do you have for our members?

We should all have a deep concern and love for Earth's natural resources and we should be very concerned about the products that we use every day, not only for our basic health, but for the health of the environment. Many chemicals in every day personal care products have been found to contain things that are harmful to our bodies and to the water supplies that we drink, thus causing a double ramification to our health and the health of our children.

In addition, the rainforests are the lungs of the Earth, accounting for approximately 20% of the air that we breathe. Please be aware of these facts, even though the rainforests seem far away. They impact all of us, right here where we live, work and play.

We appreciate the support of Save Your World, and we hope that all of you will purchase some of the wonderful products this company provides!

Environmental News

Why Save The Rainforest?

Rainforests cover only a small part of the Earth's surface – approximately 2%. Yet, they are the world's most important natural resource. Why? Rainforests are the single greatest source of the air we breathe. Rainforests nurture over 2/3 of all of the Earth's living species. Rainforests are the source of key ingredients for tomorrow's medicines. Rainforests have supported indigenous peoples for thousands of years.

At the current rate of destruction, half of our remaining rainforests will be gone by 2025 and complete devastation is predicted by 2060.

Every second, we lose a section of rainforest the size of two football fields. Every day, an area larger than all five boroughs of New York City disappears. Every month, a priceless region about the size of New Hampshire is lost forever. Every year, valuable rainforests equal to twice the size of Florida vanish into oblivion. (Kim Eidson, Save Our World)

A Parents' Guide for Growing 'Green' Children

Exploring and enjoying the outdoors with your child is a wonderful way to spend time together. Ready to get started? The information and ideas collected here are from the "Green Hour" (www.greenhour.org).

1. **Focus on fun.** Give yourself permission to just play with your child and the many benefits of being outside in nature will follow!
2. **Engage your curiosity.** Any time of the day, at any time of year, something amazing is happening outside your window. Step outside with an attitude of wonder and you'll find it. Begin by exploring with each of your senses. Encourage your child to look closer at a flower or a rock, listen to a bird song, sniff the rich damp Earth, and touch a fuzzy leaf or a tree's rough bark. Practice delighting in each discovery you make, and your sense of wonder will grow stronger and stronger.
3. **Model active participation.** 20 years from now, your child may not remember every piano lesson or soccer practice you took them to. But you can bet they'll remember climbing a tree with you! You have tremendous influence as a role model. Go outdoors now!
4. **Discover together.** You absolutely do NOT need to be a nature expert to successfully enjoy nature with your child; instead, be a partner in the game of discovery.
5. **Guide the exploration.** Notice what interests your child most about the outdoors and ask open-ended questions, such as "Why do you think that bird has grass in its beak?"
6. **Stay flexible.** By staying open and flexible, you'll be ready to take advantage of whatever spontaneous 'teachable moments' come along.
7. **Adapt for age.** Choose outdoor activities appropriate to the age of your child. Imagine a map with your home in the center. Draw ever-widening circles around it, each representing a successively older child's realm of experience. For the youngest nature explorers, the backyard is the whole world. Keep it simple and fun, focusing on sensory exploration and joyful discovery. As children get older, they'll be ready to explore farther and farther afield. They'll want more strenuous physical challenges and information to stretch their minds. Whenever possible, encourage some independent exploration as your child develops new skills and greater confidence.
8. **Celebrate the benefits.** You'll enjoy spending time together doing wholesome activities you remember from your own childhood. You'll engage your child's curiosity and sharpen observation skills. You'll foster respect for the natural world. You'll also be healthier for it! Outdoor activities promote physical fitness and well-being, and spending time in a natural setting can reduce stress and improve concentration.

So what are you waiting for? Go outside and play!

(The Green Hour, National Wildlife Federation 2009)

Take the \$800 Savings Challenge!

Each of us can make a difference. Go to <http://climateactionplan.org> where you can commit to some – or all – of the environmental actions described there. Then watch your savings in both money and greenhouse gas emissions add up. (Chicago Group of the Sierra Club)

Frigid Polar Seas Brim With Life, Census Finds

The polar oceans are not biological deserts after all. A marine census released this past month documented 7,500 species in the Antarctic and 5,500 species in the Arctic, including several hundred that researchers believe could be new to science. “The textbooks have said there is less diversity at the poles than the tropics, but we found astonishing richness of marine life in the Antarctic and Arctic Oceans,” said Victoria Wadley, a researcher from the Australian Antarctic Division who took part in the Antarctic survey. “We are rewriting the textbooks.”

In one of the biggest surprises, researchers said they discovered dozens of species common to both polar seas – separated by nearly 7,000 miles. Now they have to figure out how they separated.

“We probably know more about deep space than we do about the deep polar oceans in our own backyard,” said Gilly Llewellyn, leader of the oceans program for the environmental group WWF-Australia. She did not take part in the survey. “This critical research is helping reveal the amazing biodiversity of the polar regions.” Researchers found scores of sea spider species that were as big as a human hand, and tiny, shrimp like crustaceans in the Arctic basin that live at a depth of 9,850 feet.

The survey is one of several projects of the Census of Marine Life, an international effort to catalog all life in the oceans. The 10-year census, scheduled for final publication in 2010, is supported by governments, divisions of the United Nations and private conservation organizations.

The survey – which included more than 500 polar researchers from 25 countries – took place during International Polar Year, which ran in 2007-08.

Researchers endured up to 48-foot waves on their trip to the Antarctic, while their colleagues in the Arctic worked under the watchful eye of a security guard hired to protect them from polar bears.

New technology also helped make the expeditions more efficient and productive than in the past. Researchers used cell-phone-like tracking devices to record the Arctic migration of narwhals, a whale with a long twisted tooth, and remotely operated submersibles to reach several miles down into the oceans to study delicate marine animals that are impossible to collect. (Michael Casey, Associated Press)

Check It Out!

Our website, www.alastingworld.com, contains much, much more environmental news, information and activities. If you like what you read here, you’ll love what we have in the forums on our site! Note -- we’ll soon be revamping and changing our entire site, to make it more user-friendly. We’ll let you know when to expect the changes, and we thank our Webmaster in advance for all the expert help and assistance!

And Finally.....

“Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves.”

(John Muir)

*“Sometimes I can hear this old Earth shouting
through the trees as the wind blows;
that's when I climb up here on this mountain
to look through God's window”*

(Rascal Flatts)

See you in April!

Linda and Wen