



For Immediate Release
Date

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School Name Adopts Go Green Initiative

DATELINE □ *School Name* is “going green” this school year with adoption of the Go Green Initiative (GGI), a grassroots program that teaches students personal responsibility for the earth and helps schools evaluate every aspect of their environmental impact. A partnership that involves students, teachers, administrators, custodians and parents, the GGI provides schools with tools to create their own unique programs that encourage environmentally-responsible behavior inside and outside of the classroom.

Sample Quote ... “*School Name* is proud to be a Go Green school and teaching students to be good stewards of the earth,” said *School Principal, Title*. “The GGI will help us evaluate everyday choices from an earth-friendly perspective and ultimately create a healthier environment for our campus community.”

Paragraph about local Go Green Initiative plans.

The GGI focuses on five basic principles that provide a comprehensive approach to environmental education on school campuses. They are designed to be aligned with existing curriculum so as not to detract from state mandated standards.

1. **Generate compost.**
2. **Recycle everything that cannot be reused and purchase items that can be recycled.**
3. **Educate students, teachers and parents on environmentally-responsible behavior.**
4. **Evaluate the environmental impact of every activity.**
5. **Nationalize the principles of responsible paper consumption.**

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School Name joins a growing number of schools across the U.S. and around the world that have adopted the GGI since its inception in 2002. The program has been recognized and endorsed by such environmental leaders as the National School Boards Association, National Recycling Coalition, numerous State PTA's, and others.

For more information about the Go Green Initiative, visit www.gogreeninitiative.org.