



For Immediate Release  
*Date*

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## ***Sponsor* Supports *School Name* Go Green Initiative**

***DATELINE*** □ *Sponsor* has donated *what* to support *school name*'s Go Green Initiative program, which teaches students personal responsibility for the earth and helps the school evaluate every aspect of its environmental impact. *Sentence describing details of the sponsorship agreement.*

***Sample Quote ...*** "The Go Green Initiative aligns perfectly with our interest in promoting environmental education through schools. *Sponsor* is proud to support this important program that protects children's health and teaches sound environmental practices," said *Sponsor, Title.*

***Paragraph about local Go Green Initiative program.***

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 education and 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](http://www.gogreeninitiative.org).