

For immediate release

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Green up your wallet and Halloween by celebrating an Earth-friendly and EEK-O-nomical holiday this year

Seattle, WA, September 28, 2010: Treading lightly on the Earth and preserving your bank account this Halloween is easy thanks to Green Halloween **www.GreenHalloween.org**. Green Halloween offers oodles of practical, fun and wallet-friendly ideas for your family to enjoy a healthy and EEK-O-friendly Halloween without the scary price tag.

Halloween horrors aren't just about haunted houses and ghoulish ghost stories. Harmful chemicals in store-bought costumes and witchy amounts of unhealthy waste generated by candy and décor items are scarier than a graveyard at midnight for the environment, waistlines and wallets. Fear not...Green Halloween, a not-for-profit community initiative, is helping families celebrate healthier holidays and hang on to their green with ideas and fun that have parents and kids alike applauding.

"By applying the 3Rs—reduce, reuse, recycle—to every aspect of Halloween, parents can save money while creating healthier traditions for kids and the Earth," says Corey Colwell-Lipson, founder of Green Halloween.

Now that's not scary at all.

"By offering dozens of alternatives and small, simple, no- or low-cost, fun steps parents can take with every aspect of Halloween, we've found that adults and kids alike are eager to get on board."

Whether you're interested in saving money or saving the Earth, Green Halloween has ideas. Here are a few quick tips to Green your Halloween:

- **Used to giving out handfuls?** Cut back by 25%. Kids won't notice the difference, but you'll save money.
- **Prefer to hand out treasures?** Empty your kids' pockets! Get inspired by the treasures they store—shiny rocks, feathers, sea shells. Stock up on these types of items and offer a choice. See what happens.
- **Looking for alternatives to conventional candy?** Choose healthier treats toddlers to teens love including snack bars, organic lollipops, fruit snacks, or all natural gum.
- **Always purchased new costumes?** This year, SWAP! National Costume Swap Day is October 9th, so before heading to the big box store, look for a local costume swap. Check out www.nationalcostumewapday.com.
- **In the habit of buying new Halloween décor every year?** Try exchanging old for new-to-you with friends and neighbors or find at your local Goodwill. Consider using edible items like pumpkins and other types of squash that can be turned into yummy soups and dishes after Halloween. Host a make-it-take-it décor party before the big day. Pull out every black, purple or orange item in your home and decorate with those. Search online for how to make décor out of items you'd normally toss.

Hundreds of other suggestions are available at **www.GreenHalloween.org**, along with ways everyone can participate. Schools, community and government groups, dentists and doctors, all will find easy-to-implement ideas. Look for official Green Halloween® events in your local area by visiting www.GreenHalloween.org or create your own with tips and resources from for Green Halloween and its sponsors.

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Green Halloween® is a grassroots community initiative that helps families celebrate healthier and

environmentally-friendly holidays, starting with Halloween. It is a non-profit program of EcoMom® Alliance. For more information about Green Halloween or Celebrate Green!® or to obtain photos, contact [Lynn Colwell](mailto:Lynn@GreenHalloween.org), Lynn@GreenHalloween.org.