



1. Why Green Halloween®?

Although Green Halloween takes an optimistic and positive view point, we are motivated to ignite change to create a holiday that is healthier for people and planet.

Top 3 Reasons to Go Healthy and Green This Halloween

1. Our Children

- This generation of children has a life expectancy that is shorter than their parents.
- 1 in 3 children born today will get diabetes and 2 million youngsters suffer from high blood pressure.
- 1/3 of America's children are overweight; 17% are considered obese.
- Since the 1970's, the number obese children has more than tripled.
- 57 percent of girls and 33 percent of boys attempt to control their weight with cigarettes, fasting, or skipping meals.
- In 2003 the average trick-or-treater collected 5,435 calories worth of candy containing more than 3 cups of sugar.
- EPA considers that 60% of all herbicides, 90% of all fungicides and 30% of all insecticides found in non-organically grown foods are carcinogenic.
- Over 6,000 synthetic chemicals are used in the processed-food industry.
- From 1997 to 2008, the rate of childhood peanut allergies more than tripled.

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- A 2004 study with 1800 three year old children found that behavior measurably improved after a one week diet without preservatives and artificial colors and dramatically worsened on the weeks they were given preservatives and artificial colors.
- Store-bought costumes and accessories may contain phthalates, lead and other toxins.
- One test found detectible levels of lead, a powerful neurotoxin, in 10 of 10 brands of face paints tested. (According to experts there are NO safe levels of lead). *Here is a brand that is [lead-free](#), made in partnership with Green Halloween!*

2. Our Planet

- Organic farming conserves energy, protects the water supply and prevents soil erosion.
- Coco beans used for chocolate that are grown in full sun (as opposed to shade) are susceptible to disease and therefore require heavy doses of toxic pesticides and synthetic fertilizers.

3. People

- According to UNICEF, coco-bean plantation owners are notorious for child slavery and paying low wages to farmers because of market deregulation.
- Organic farming protects the health of farm workers and their families.

Because of YOU, Change is in the Air....

- In 2009, twice as many people dressed up in DIY costumes as compared to the year before.
- From 2005 to 2007, organic candy offerings increased by 170 percent.
- 35 percent of Americans have higher interest in the environment today than they did one year ago.
- 35 percent of Americans have higher expectations for companies to make and sell environmentally responsible products and services during the economic downturn.
- 70 percent of Americans indicate that they are paying attention to what companies are doing with regard to the environment today, even if they cannot buy until the future.
- An increase in the number of PVC-free costumes, [lead-free face paints](#), and reusable trick-or-treat bags on the market.
- According to experts, skyrocketing sales of organic chocolate helping to drive the organic market.
- Conventional companies such as Cadbury are moving into the organic and Fair Trade markets.
- In some markets, sales of Fair Trade chocolate has doubled.
- In 2009, Mars pledged to source cocoa for all of its products from sustainably harvested farms by the year 2020.
- The GH revolution has grown from one “officially hosted” city in 2007 to more than twenty in 2011.

Fact: A 2003 Yale University study found that nearly half of 284 young trick-or-treaters picked a small toy over candy when given the choice.