

## **Kids, become part of the global warming solution with *Journey for the Planet!***

If you have children, nieces, nephews or students, you've probably seen the concern they feel for what is happening to our environment. Now, they have a program to help them translate that concern into concrete action, and feel the heroism of being part of the solution.

*Journey for the Planet: A Kid's 5-Week Adventure to Create an Earth-Friendly Life* is a fun, engaging illustrated workbook for every child who wants to make a difference for the world. Following the tried and tested methodology of his acclaimed *Low Carbon Diet*, environmental change pioneer David Gershon guides children through a series of action steps that can impact both climate change and the environment as a whole.

The book's core message is one of empowerment. Taught by a series of animal characters, each of its 46 action lessons illustrates in clear, accessible language exactly how a simple change in the child's behavior can positively impact the environment. The book's pilot program, which engaged 4,000 children in schools across the country, was praised by teachers, students and parents alike as an invaluable resource that empowers kids with the precious knowledge that they have the power to take the future into their own hands.

"*Journey for the Planet* . . . is an environmental adventure. . . . Much more than planting seeds in a milk carton and watching them grow . . . the focus is on everyday habits and how to take action. . . . There was no mistaking the feeling of empowerment and seriousness of purpose which rippled through the fifth graders [who completed the program]."

– New York Times