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5 Ways Teens Can Spend Smarter for a Cleaner, Greener Earth

Washington, DC – Earth Day 2004, April 22 will be celebrated in large and small ways by millions of people around the world, including many teens. Although many people think it requires a lot of time and money to help keep the Earth protected, small changes can make a big difference.

The *I Buy Different* campaign, a national environmental education and youth action program of the Center for a New American Dream and World Wildlife Fund, offers five quick ways for teens to make a positive environmental impact by spending differently, not just this Earth Day, but every day.

“With a remarkable \$175 billion spent by young people in 2003, it is obvious that teens can make a huge difference for the environment by simply purchasing environmentally friendly products,” says Judy Braus, director of education at World Wildlife Fund.

“Despite the common myth that kids don’t care, surveys have resoundingly shown that teens are incredibly willing to do their part to help protect the environment. In fact according to a Cone/ Roper survey, nearly nine out of 10 kids say that they would switch brands to those associated with a good cause,” adds Diane Wood, executive director of the Center for a New American Dream.

Top Actions Youth Can Take For a Better Planet

- Need a lot of notebooks for school? Buy notebooks made from recycled paper. If even one in every 10 students switched to recycled notebooks this year, an unbelievable 60,000 trees and 25.5 million gallons of water could be saved.
- Grabbing a quick bite to eat? Try something other than a hamburger. Skipping one quarter-pound burger can conserve 600 gallons of water.
- Checking out the latest cell phone? If you decide to buy a new phone, put your old phone to good use by donating it to a charitable organization rather than throwing it away and clogging landfills.

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- Get your parents to buy a compact fluorescent light bulb for your room. If you replace just one incandescent bulb with a compact fluorescent bulb, you can prevent over 262 pounds of carbon dioxide from being released into the atmosphere each year, the leading cause of global warming. Not only does it help the Earth, it will help your parents' budgets – they will save more than \$25 on their electricity bill over the life of each bulb.
- Save a car trip. Bike, walk, skate, or take public transportation to get places. Americans only make up 5 percent of the world's population, yet we consume 40 percent of the world's gasoline.

The *I Buy Different* campaign is part of *Be, Live, Buy Different—Make a Difference*, a national campaign from World Wildlife Fund (WWF) and the Center for a New American Dream (New Dream). The goal is to help young people understand how what they buy affects the environment and how they can make a difference by buying differently. For more information on the *I Buy Different* campaign or additional actions youth can take, please visit www.ibuydifferent.org.

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The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture and promote positive changes in the way goods are produced and consumed. www.newdream.org

Known worldwide by its panda logo, World Wildlife Fund (WWF) is dedicated to protecting the world's wildlife and the rich biological diversity that we all need to survive. The largest privately supported international conservation organization in the world, WWF has sponsored more than 2,000 projects in 116 countries and has more than one million members in the United States alone. www.worldwildlife.org