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***Go Green Challenge Seeks to Expand Bay Area Competition
To 2 Million Students by 2012***

***Innovative San Francisco Program Helps Protect the Environment as Students
Track Weekly Reductions in Their Personal Carbon Footprints***

SAN FRANCISCO, CA., November 16, 2010 -- The Go Green Foundation announced today the launch of the ***Go Green Challenge***, a nationwide grassroots call-to-action young people's movement to implement the Bay Area's *Spare Our Planet* Program in communities across the country.

Starting in January, the Go Green Foundation will launch friendly carbon-reduction competitions in **San Francisco, Los Angeles, Chicago, and New York City**. The group's goal is for 2 million young people to participate in the *Spare Our Planet* Program by 2012.

The initiative is being sparked in part by the Foundation's partnership with Girl Scouts of Northern California to expand the *Spare Our Planet* interschool competition to more than 50,000 Bay Area students – an increase of ten times the program's present size.

The Girls Scouts of Northern California, with more than 47,000 members, will join the Go Green Challenge campaign to engage their high schools from around the country to reduce their personal carbon footprint.





“We want our girls to have the information necessary to understand climate change, but we also want to build the girls of tomorrow who have the courage and confidence to make changes that will shape their future,” says Kymberly Miller, Program Director for the Environmental Program.

Go Green Foundation, in collaboration with Environmental Defense Fund, its climate change science content partner, is developing a sustainability education and advocacy platform for young people to raise their awareness of the science and dangers of climate change. The objective is to inspire, educate, and promote personal behavior alternatives to carbon-intense consumption and lifestyle habits, and empower young people to play a significant role in developing climate change solutions.

“There is no more important generation to engage in the effort to reduce global warming than students. EDF is pleased to partner with the Go Green Challenge on this exciting goal of engaging two million students to take personal action to reduce their carbon footprint.”, says Cynthia Hampton Vice President of Marketing and Communications, EDF

In a recent study by the Environmental Defense Fund, the total amount of CO₂ emissions from driving in the US was equivalent to the amount of carbon in a coal train 55,000 miles long – a length that would circle the world twice.*

Go Green Foundation is urging young people across the country to take the Go Green





Challenge, pledge to raise awareness of the urgency of climate change and advocate for a more sustainable planet by *making more climate-aware commuting choices that leave a smaller carbon footprint.*

“We’ve already seen great results,” said Martin Gutierrez, founder of the Go Green Foundation. “Thousands of students have adopted more sustainable transportation choices, such as walking, biking, and using public transportation, and they also have spread the message among other young influencers.”

Student participants are enthusiastic about the program:

“Something that I was able to learn and take away from participating is that I’m better able to build better daily habits.” *Julian Matulich, Urban School of San Francisco, CA*

“It really surprised me that we were able to, in such a short period of time, do so much for the planet.” *Vivian Beck, Lowell High San Francisco, CA*

“It was cool to see exactly how much carbon you’re weren’t emitting, I think that’s helpful so people can feel they’re making an impact.” *Lidia Glenn-Murray, Head-Royce School Oakland, CA*

"Really it's about making changes as young adults that will affect the rest of our lives, and our general lifestyle," *Elly Fireside Ostergaard, Urban School of San Francisco*





The foundation's goal is to reach 2 million young people by 2012, when *Spare Our Planet* has the potential to reduce **86 million pounds of CO₂**, the equivalent of:

-- **Removing 7,078 cars from the road**

-- **Taking 5,088 homes off the power grid**

Or ...

-- **Saving 4,424 football fields of Amazon rainforest**

*Source: Environmental Defense Fund - Global Warming on the Road

THE CLIMATE IMPACT OF AMERICA'S AUTOMOBILES

Tallying Greenhouse Gases From Cars; A new look at ways we can downshift heat-trapping emissions Posted: 22-Jun-2006; Updated: 07-Sep-2007

About Go Green Foundation

Go Green Foundation a 501(c)(3) youth organization in San Francisco, in collaboration with youth communities, acts as the catalyst for mobilizing, measuring and monitoring of sustainable programs. In parallel, Go Green Foundation works with its advocacy and technology partners to design age-appropriate programs to integrate the GGF sustainability initiatives.

Go Green Foundation's mission is to create an educational and socially responsible advocacy platform for young people (primarily teens) to empower and engage their





peers in guided self-advocacy to ensure a more stable and sustainable planet. More information may be obtained at <http://www.gogreenfoundation.com>

About Girls Scouts of Northern California

Girl Scouts of Northern California serves a diverse membership of 47,000 girls and 32,000 adult volunteers in a nineteen-county area from Gilroy to the Oregon border. Girl Scouts builds girls of courage, confidence, and character who make the world a better place. To learn more about Girl Scouts of Northern California, visit www.GirlScoutsNorCal.org <http://www.GirlScoutsNorCal.org>



About Environmental Defense Fund

A leading national nonprofit organization, creates transformational solutions to the most serious environmental problems. EDF links science, economics, law and innovative private-sector partnerships. <http://edf.org>

