



## Do It All Mamas (& Papas): Meet the mom behind The Little Environmentalists

In today's **Do It All Mamas (& Papas)** feature (find out more about this series below)...

Rebecca Mattano, mom to three year old Sierra Rose and one year old Madeline Sage, and the mom behind The Little Environmentalists.

*Examiner:* **Tell me something unique/interesting about yourself.**

*Rebecca:* Determination and commitment to education about the environment. I think I have a unique ability to educate children about nature and the environment in an exciting and challenging way that creates an interest and hopefully a lifelong desire to be involved with issues. I have worked in this field for over 12 years and will keep trying to make a difference through educating myself and others.

*Examiner:* **What is your business all about?**

*Rebecca:* We are dedicated to developing and publishing children's environmental education materials. Our company is developing materials for preschoolers and parents (or educators) to begin the process of nature awareness and appreciation through engaging in exciting learning and reading activities. The books will challenge both children and parents (and educators) to find all that nature has to offer together. Education is the key to a sustainable future and it is never too early to begin teaching our children about the world around us. This company and our books will set the stage that will enhance an awareness and appreciation of nature in preschoolers that has been proven to lead to a desire for increased environmental knowledge and ultimately stewardship. Find out more about our company and our products at [thelittleenvironmentalists.com](http://thelittleenvironmentalists.com).

*Examiner:* **What is your favorite product that you make or sell and why do you like or recommend it?**

*Rebecca:* Currently our only product is our first book in a planned series of books entitled "Nature Discovery In My Backyard." In this book, children will use their senses to explore nature: they will smell, hear, feel, and see their way through their very own backyard nature discovery. Each page offers a new and unique look into nature along with colorful pictures. There are also great educational facts on each page that will teach and challenge your children to find all that nature has to offer. This book is a simple and excellent way for parents (and educators) to teach their children about nature that is all around us when we stop to look.

*Examiner:* **Why did you start your business?**

*Rebecca:* The main motivation for the creation of this company was to provide parents (and educators) a unique tool to begin teaching their children nature appreciation and environmental awareness. I had been thinking about creating a company like this for a long time but it was not until the birth of my first child (who is now 3) that the true inspiration and motivation came. My husband Brian and I wanted to make sure that our children had a strong connection to nature. We found creative, simple, and fun ways to teach our children about nature and the



environment. We then discovered that not many parents were exploring nature through playtime with their preschoolers because the tools or information have not been readily available. I created this series of books for preschoolers and parents (or educators) to begin the process of nature awareness and appreciation through engaging in fun and exciting learning and reading activities.

**Examiner: What secret do you have to share with other parents about "having it all" with your family and business?**

*Rebecca:* Try to merge your passion (mine is environmental issues/nature and my children) with your skills (mine is education/environmental education).

Also try to balance all the responsibilities of home, work, and being business owners between you and your spouse. We find it hard to balance out all the responsibilities of having two children, with me working part-time as a University professor (2.5 days/week) and also owning a business. I chose to work part-time so that I can spend as much time as possible with my children and I began this business because I feel it is so important for parents and educators to have simple and effective tools to teach about the environment.

**Examiner: What is the number one piece of advice you have for other parents?**

*Rebecca:* Balance and schedule - you have to balance home, work and business responsibilities therefore creating a schedule with your spouse that lays out when you will do what. That way there are no questions or frustrations when things are not getting done!

**Examiner: What is your (and your kids) favorite family activity?**

*Rebecca:* Our favorite activity is simply just playing outside - exploring the yard, the garden, flowers, etc... We really just enjoy being together, at home, and outside.

**Examiner: Anything else you want to add?**

*Rebecca:* This business and these books are a simple and effective way to begin the developing the awareness that our future generations need in order to become environmental stewards of our Earth.