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Read more about our company, the author, and purchase our products at:
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NEWSLETTER

Fall 2009

Volume 1, Issue 4, Autumnal Equinox Edition

Welcome to the Fall Edition of Our Quarterly Newsletter

Written by Rebecca Mattano

Read the Featured Story in MetroParent West Magazine

Rebecca is Featured as a Mogul Mom that Juggles Raising a Family and Running a Business



Just Do It! Rebecca Mattano and her family spend a lot of time together outside. She and her husband Brian and their daughters, Sierra, 4 and Madeline, 2, were "green" before green had become the latest catch phrase. Just one year ago, the Hartland, WI resident started The Little Environmentalists, an environmental education and publishing company committed to developing and publishing children's material to promote environmental awareness, appreciation, knowledge, and stewardship.

Mattano is a dedicated mom, author, and teacher to get the message out about the importance of exploring natural wonders and taking care of the planet. It is so important to her, in fact, that she teaches Little Environmentalists programs free of charge.

She is also a part-time lecturer in Environmental Sciences at Carroll University, and she and her husband own an investment property company and help run Brian's family garden and landscaping business, The Garden Mart, in Mukwonago. Despite all of that, Mattano says her children always take priority.

"We made a commitment when we had children that they would come first. It is a balancing act and a huge team effort. I could not imagine if I didn't have the support of my husband and family," she says.

"It is important to have a plan. Before diving in make sure you have the time, money, and capability. I am a strong believer that it will work out if you are doing something you really love. Because if you feel that passionate for something you will make it work."

Read the story online: http://jsmm.p2ionline.com/specialsections/sitebase/index.aspx?adgroupid=130274&area=MILWAUKEEWEST&pagenumber=1&view=double&TrackString=view_double

FALL ACTIVITIES

Collect Colorful Fall Leaves and Learn Why Leaves Change Colors.

Leaves change color for several reasons including the pigments within the leaves, length of day (sunlight) and weather (temperature and rainfall). During the winter there is not enough water or sunlight for trees to carry out photosynthesis so they work hard all season to make enough food for the winter so they shut down (go dormant).

There are three basic pigments in leaves. Chlorophyll is the pigment that gives leaves the green color and is necessary for plants to photosynthesize making oxygen and glucose (food for the tree). Carotenoids are the pigments that produce the yellows and oranges. Anthocyanins are the pigments that produce the red colors and this pigment is produced only in the fall!

So what happens is that as the length of day decreases the amount of chlorophyll in the leaves decreases and eventually stops being produced so the carotenoids and anthocyanins are then the only pigment left so their colors begin to shine through!

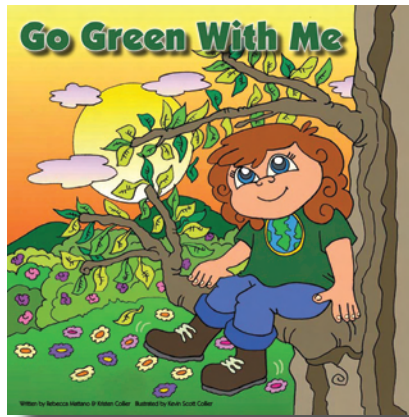
Take a walk and enjoy the fall colors, talk about leaves, pigments, seasons, and photosynthesis!

**Go to a Harvest Festival!
Sip apple cider, take a hay ride, pick pumpkins and apples and support your local nature centers, garden centers, and farmers!**



What's New?

Ecoscene Inc. Reviews Go Green With Me



Maximum Interest (+)

I read *Go Green With Me* to a second and third grade group and they all enjoyed the rhyming text and messages throughout the story despite the fact that they are slightly older than the age group suggested by the publisher.

The book's main character, EnviroGirl, leads us on a journey of environmental awareness and realization that tells us that we all can make a difference - a great message!

Go Green with Me provided lively discussions and activities within the classroom and at home.

The students were quite surprised by some of the facts woven within the book, especially that 900 million trees become paper and pulp each year. I kept the book out in our reading center and several third grade students selected it over the course of a few weeks to reread. That's a good sign!

The Little Environmentalists Company also prints this book on 100% recycled paper with 100% post-consumer waste that is also processed chlorine-free, using environmentally friendly inks.

The Bottom Line

I will definitely utilize this book again in both my environmental club and within the classroom setting. It is important to have environmentally sound reading material in all classrooms of today and this provides just that!



(These symbols are used by Ecoscene and stand for functionality and eco-friendly materials)

Ecoscene is a Chicago based company whose mission is to review and provide information about eco-friendly products and services through their website and weekly e-magazine. They encourage readers to "go greener" by providing an authentic perspective on sustainable alternatives. Ecoscene is about quality of information not quantity and are committed to building a business that positively contributes to the environment. Here is what they had to say about *Go Green With Me*.

Big Ideas for Green Education

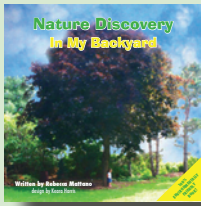
Ecoscene reviews the latest from The Little Environmentalists

The book, *Go Green With Me* by Rebecca Mattano and Kristen Collier, was beaming with important environmental tips, information, and questions. As a K-8 teacher and sponsor of my school's environmental club, that's the kind of book I want to share with my students! From the easy, rhyming text, facts and statistics throughout this short story, to tips and ideas at the end of the selection, it's a teacher's springboard to helping students learn about the importance of taking care of our planet.

Review from Wisconsin Trails Magazine

Wisconsin's premier outdoor magazine that explores the people, history, nature, culture, and travel reviews our recent release *Go Green With Me*.

Change the world one child at a time with help of the children's publisher, The Little Environmentalists. Their latest release Go Green With Me is the perfect opportunity to start a dialogue with your children or grandchildren about caring for the earth. The friendly illustrations and clever quips such as, "Reduce! Reuse! That is our Dare!" introduce environmentalism to preschoolers in a fun setting. Practical tips can be incorporated into even the littlest one's day.



Go GREEN at Home

CONGRATULATIONS to OUR LUCKY BOOK WINNERS!

All the families that have signed up for our newsletter are entered in to our quarterly drawing to win a book. Our fall book winners are: Sara Michalak and Rebecca Jones.

Congratulations Sara and Rebecca - we hope you and your families enjoy the books!

UPCOMING EVENTS

Go Green With Me at Food For Thought Festival

Date: Saturday, September 26, 2009

Location: Martin Luther King Boulevard, just off the Capitol Square, Madison, WI

Time: 8:00am-1:30pm

Duration: Ongoing

Cost: Free

Details: Go on an environmental journey and turn green! We will begin each session with a reading of our short story, Go Green With Me. Then we will talk about nature's recyclers, worms, and vermiculture. Children will be able to touch, learn about, and feed our worms. As part of the program, children will make a recycled, biodegradable seed pot that they can plant at home! We will challenge children to learn about eco-friendly actions that everyone can take to become more environmentally-friendly at home!



Now it is even easier to save the environment and money! A device new to the US market, but widely used in the UK called Bye Bye Standby is available for less than \$20. When we turn off our appliances and electronics there is still a current running that continues to leak and waste energy even when our appliances are "off". This device cuts that leaking energy to 1/20th of a watt of power, putting the device in a "standby" mode.



Each device has two plugs and a remote that are very simple to use and install. You can put several devices on one energy saver plug and be able to turn off several appliances with a press of a button! This is yet another simple step each homeowner can take to reduce energy consumption! This product was reviewed and approved by Ecoscene, Inc.



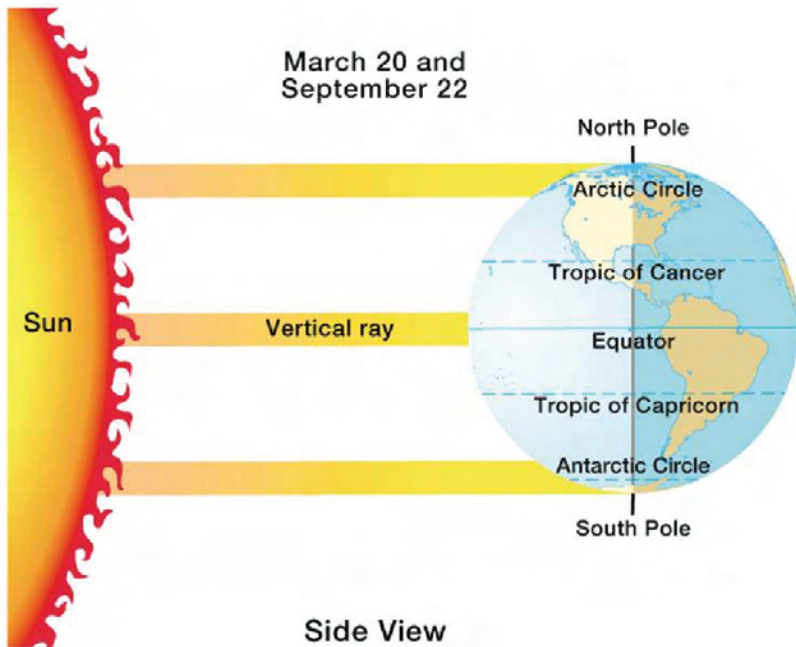
ECO-FRIENDLY PRODUCT PICK

Kids Konserve teaches kids to reduce, reuse, and recycle

According to Kids Konserve, "The average American child generates 67 pounds of lunchtime trash, children's lunches create 3.5 billion pounds of garbage, and 18,760 pounds of trash are generated each year from the average elementary school. It takes a 15-year-old tree to produce just 700 paper lunch sacks." So now you see, just another simple way that we can show our children how to make a difference! This lunch kit is waste free and helps teach kids the importance of reducing, reusing, and recycling.

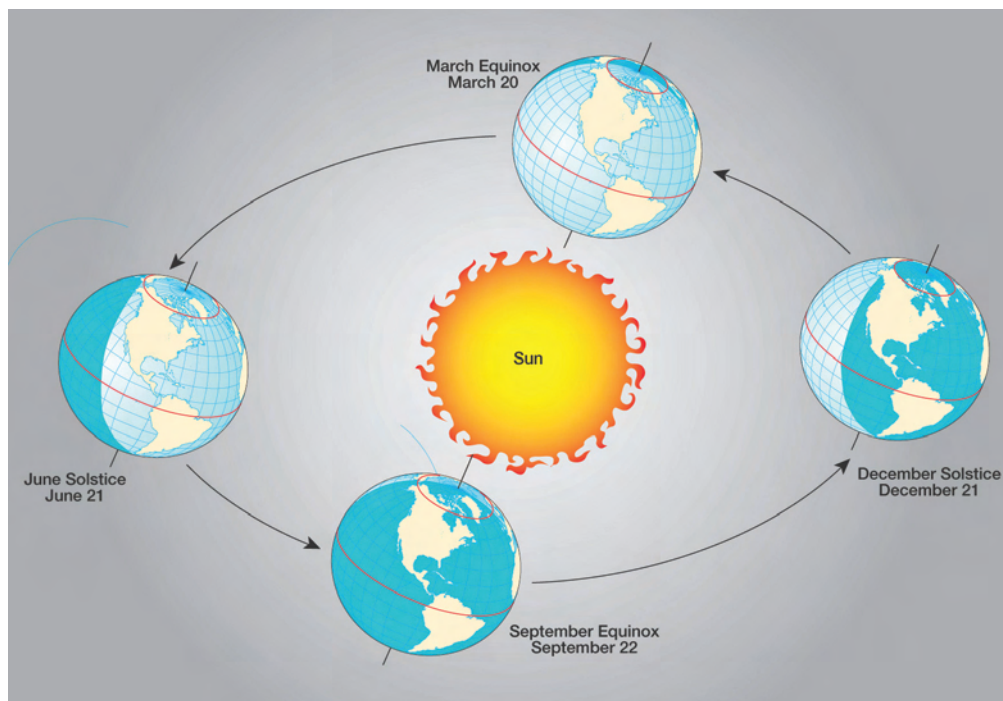
The kit includes seven reusable products: recycled cotton sack, cloth napkin, stainless steel bottle and two food containers, and a sandwich wrapper. Also, the containers are all phthalate and BPA free. So now you can save money and the environment while teaching children a valuable lesson. It is available for \$42 on the Kids Konserve website: www.kidskonserve.com

CELEBRATE THE SEASONS



Autumnal Equinox

On the autumnal equinox night and day is the same length all over the globe. September 22, 2009 marks the autumnal equinox and the first day of the season of autumn in the northern hemisphere and also marks the first day of spring in the southern hemisphere. On this day the sun shines directly on the equator and the length of day and night are equal in all parts of the world. The word equinox means "equal night". On the equinox the perpendicular (vertical) rays of the sun strike the equator, the circle of illumination (tangent rays) touches both poles, and the periods of daylight and darkness are 12 hours each all over earth. The equinox represents the midpoints in the shifting of direct rays of the sun between the Tropic of Cancer and the Tropic of Capricorn.



COUPON

Get free shipping with every order of two or more books.

Coupon Code: Autumn

COUPON

Get two books for \$12

Coupon Code: Equinox