

newsworthy trends

Small Steps Can Lead To A Big Change For The Environment

(NAPSA)—When it comes to protecting the environment, sometimes the smallest acts can make the biggest difference. America's children are often on the cutting edge of the movement to protect the environment and can be our country's champions in the effort to "go green."

To encourage kids to rally for the cause and become mini-environmentalists, 'all' small & mighty 3x concentrated laundry detergent has



Kim Carlson

teamed up with eco-living expert, Kim Carlson. The detergent comes in small bottles so it saves environmental resources and is showing kids that you don't have to be big—or do really big things—to make a mighty difference for the environment. "Kids are very aware of the world around them and embrace their responsibility to protect it," notes Carlson. "They can become the eco-ambassadors of their home by turning off lights when they aren't in use and encouraging their parents to switch to eco-friendly products, like 'all' small & mighty 3x concentrated laundry detergent."

What other small things can kids do to make a big impact on the environment? Here are a few simple steps to help make families more environmentally-conscious in every room of the house:

In living areas...

- Install a ceiling fan to help conserve energy and minimize

your electric bills. They are great at cooling down a room in the summer and can also help redistribute heat during the winter.

- Buy energy efficient bulbs! Switch to energy efficient light bulbs that give off the same amount of light but run on a third of the power.

In the laundry room...

- Downsize your detergent! Trade in your regular laundry detergent for 'all' small & mighty 3x concentrated laundry detergent to get clothes clean. It comes in a mini bottle that uses 50 percent less plastic than their regular 100-ounce bottle of detergent. The smaller bottles mean less fuel used in transport, too!

- Choose cold. 90 percent of the energy used to wash your clothes is used in heating the water. Wash your clothes on a cold setting when you can and always rinse using cold water.

In the kitchen...

- Switch from paper to cloth dishtowels. Dishtowels are washable and reusable, making them an eco-friendly alternative to paper towels.

- Think twice before turning on the oven to reheat foods. Heating food in the microwave uses only 20 percent of the energy required by a full-size oven and is of course easier for kids to use.

Children and their parents can also visit www.gogreenwithall.com to play fun eco-games and get tips on the small changes they can make to help the environment.