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Go Green Foundation Teams with Girls Scouts of Northern California To Expand ‘Spare Our Planet’ to 50,000 Students

*Bay Area program inspires students’ weekly commuting commitments
to reduce personal carbon footprints*

San Francisco, Ca., November 8, 2010 – The Go Green Foundation today announced that it is teaming up 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.

Last fall, Go Green Foundation launched *Spare Our Planet* at five high schools with more than 5,000 student participants in San Francisco. Students flocked to adopt more sustainable choices, reducing their transportation related carbon impact by over 236,000 pounds of CO₂ in just six weeks. GGF representatives estimated the impact as the equivalent of removing 18 cars from the road for one year, taking 13 homes off the grid for one year, or saving a section of Amazon rainforest the size of 11 football fields.

“Girl Scouts of Northern California has always incorporated the core values of Girl Scouting with the relevant and important topics that we’re facing,” says Kymberly Miller, Program Director for the Environmental Program.





With the help of Girl Scouts of Northern California the plan is to expand the *Spare Our Planet* program nationwide to reach 2 million young people by 2012. The expansion of the competition, in which students from different high schools will compete to reduce their personal carbon footprints, is projected 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**

The contest is designed to raise the awareness of global warming and climate change among young people and to promote their carbon reduction by walking, biking, public transportation, and carpooling. Each week, students will email a pledge regarding their commuting choice reduce their personal impact on the environment. Girl Scouts, as the premier leadership development program to inspire and empower girls, will promote the competition as part of its commitment to environmental stewardship and to address global climate change

“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.”

“In fact, our longstanding commitment to environmental stewardship is built into our Girl Scout Law, which during our founding year of 1912 stated that our girls should





be a ‘friend to animals’ and was amended in 1972 to ‘use resources wisely’.”

“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,” said Ms. Miller

GGF says that its objective is to promote personal behavior alternatives to carbon-intensive consumption and lifestyle habits, to provide young people a voice, and empower them to play a significant role in developing climate change solutions.

“We have learned how the use of technology, a sense of commitment, and a competitive spirit can teach students they are in control of their choices -- and that they can make a difference,” said Mr. Gutierrez. “The students are empowered to make choices that leave a smaller carbon footprint, and they begin to see that making better choices is part of the solution. It’s a new, higher level of awareness for students.”

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 www.gogreenfoundation.com





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>

