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Teens Turning Green and Whole Foods Market® Announce Project Green Prom

Nationwide Online Video Contest Challenges Teens Throughout America to be Environmentally Proactive by “Greening” Their Proms

Sausalito, CA (February 26, 2009) – Teens Turning Green (TTG) is inspiring teens nationwide to turn their high school proms **green**. A national coalition of teens, educating peers and community members about safe, healthy, and eco lifestyle choices TTG is taking positive actions to sustain our earth. In partnership with Whole Foods Market, TTG will launch **Project Green Prom** – a nationwide program enlisting high school students to show how they will green every aspect of their prom from beauty to fashion to the prom itself with an **Online Video Contest** running March 1st until March 30th.

Project Green Prom ONLINE VIDEO CONTEST: Throughout the month of March teens will be invited to submit innovative three-minute videos about how they can totally green their prom. A panel of noteworthy eco-activists will award fabulous prizes to the most creative and executable ideas. The Grand Prize winner will receive a full Green Prom Makeover, which includes hair, makeup, a one-of-a-kind designer eco prom dress by Bahar Shahpar and eco shoes by Olsen Haus: Pure Vegan, custom natural skincare consult and year’s worth of personalized regime courtesy, Burt’s Bees, a collection of eco makeup by *jane iredale* - THE SKIN CARE MAKEUP, hair by John Masters Organics, skin and body care products by Pangea Organics, Weleda, and more. For the school, Whole Foods Market will supply prom refreshments and PB Teen will offer an eco lounge on the night of the prom.

The winner will also be flown to New York City for the official launch of the Project Green Prom Season and transported in a hybrid courtesy of OZOcar. They will attend the Teens Turning Green launch event on April 6 at the Whole Foods Market Tribeca store. The event will feature a variety of great Prom items including a fashion showcase of the Eco Prom dress collection, as well as beauty and design experts giving tips on how to create the greenest prom event and our signature Green Spa offering.

“It’s easy to be sustainable and eco friendly on prom night while still looking and feeling fabulous,” said Carly Wertheim, High School Senior and Co-president Teens Turning Green. “From prom attire, your beauty regime and eco-friendly transportation to the event itself, there are hundreds of ways to go green. We want this all encompassing eco-lifestyle to show that being green doesn’t have to cost a fortune; eco fashion = vintage or repurposed dresses, rented tuxedos, second hand or handmade accessories or swapping with friends. The goal with PGP is to inspire our peers to make more thoughtful choices this prom season that will

hopefully carry over into everyday life”, said Erin Schrode, high school senior and spokesperson, Teens Turning Green.

In order to ensure teens across the country have access to eco-friendly proms, a downloadable **Project Green Prom Toolkit** will launch April 1st at teensturninggreen.org. This do-it-yourself prom makeover kit will include everything teens need to throw a green prom: how-to tips, advice from fashion, makeup, food and design sustainability experts, photos and video blogs. Best of all, this unique kit is free.

Teens Turning Green welcomes all high school juniors and seniors who think they can host the greenest prom in the country to visit www.teensturninggreen.org during the month of March to enter their online video into the **Project Green Prom** contest.

Jeremiah McElwee of Whole Foods Market and Teens Turning Green Director, Judi Shils, along with Eva Chen, *Teen Vogue* Beauty Director; Bahar Shahpar, Sustainable Fashion Designer; Jane Iredale, Founder, *jane iredale*-The SKIN CARE MAKEUP; Joshua Onysko, Founder, Pangea Organics, John Masters, Founder, John Masters Organics; Summer Rayne Oakes, Model/Green Activist and other like-minded members of the celebrity, fashion, beauty and green communities will be on hand to judge the submitted videos and choose the winners based on the contestants’ overall green impact and ability to support greener alternatives, creativity, and finally the feasibility of the idea.

Teens Turning Green is proud to bring together a collection of their greenest vendor partners to participate and sponsor the program including: Whole Foods Market, Jane Iredale – The Skin Care Make Up, Burt’s Bees, John Masters Organics, Natracare, Organic Essentials, Pangea Organics, PBteen, Seventh Generation, and others.

About Teens Turning Green

Teens Turning Green is a coalition led by dynamic and passionate young women and men, educating about safe and healthy lifestyle choices to create healthier lives, schools and community environments free from harmful chemicals and pollutants. We advocate for policy change that protects our right to health, and work collaboratively to inspire action, promote change and sustain our earth.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America’s first national certified organic grocer, was named “America’s Healthiest Grocery Store” in 2008 by *Health* magazine. The Whole Foods Market motto, “Whole Foods, Whole People, Whole Planet”™ captures the company’s mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by *FORTUNE* magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry’s Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.