

FOR IMMEDIATE RELEASE:

KIDS MEDAL AT BEING DROUGHT BUSTERS!
How to Reward Your Kids for Conserving Water
(and Lowering Your Water Bills)

Santa Monica, CA - As California suffers one of its worst droughts on record, it's more important than ever to conserve our most valuable resource. Luckily, leading the way in preserving our water supply is our most valuable asset; our kids!

"Environ Medals" was created 7 years ago by Santa Monica, California residents, Mimi and Jon Torp, to reward their young daughter, Emily, for her diligent efforts to protect our planet's eco-system. As other parents and educators heard about the program and wanted their kids and students to participate, the Torp's quickly recognized that there was a serious lack of environmental awards for young eco-warriors who work so hard to make our planet a cleaner and safer place to live.

"Saving the Earth's resources should be a sport. It'd be great if parents and teachers could reward their kids for their reduce/reuse/recycling efforts as much as they do for playing soccer or softball," says Jon.

The Torps began the program at their daughter's Santa Monica school, Franklin Elementary, and thanks to word-of-mouth and the launch of their website **Environmedals.com**, it rapidly expanded to Malibu's Point Dume Elementary as well as schools in Temecula and even in Washington State.

"The younger kids are the most excited about it," Mimi says, "Which is good, because we want kids to start thinking early on about conservation so it becomes automatic - just like putting on a seatbelt. And the fact that they'll earn a medal for their efforts truly motivates them." The parents are enthusiastic because the kids' conservation efforts are not only bettering our planet, but producing a marked decrease in utility costs.

Due to the ongoing water shortage in California the current program's emphasis is on tasks that will reduce water consumption.

The kids are asked to do such things as:

- Turn off the water when brushing your teeth

- Encourage Dad to turn off the water while shaving
- Choose one glass to use all day or use a water bottle. (This will cut down on the number of glasses to be washed)
- Take a five minute shower instead of a bath
- Make sure faucets are turned off tightly after each use and look for leaks. (One drip every second adds up to 5 gallons of wasted water every day)

Kids everywhere can earn a medal by downloading a checklist from EnvironMedals.com. Once a minimum of 25 BOXES have been checked and reviewed by a parent or Guardian, go to ENVIRONMEDALS.COM and click on the CHECKLIST COMPLETED link. Fill-in the accomplished tasks and delivery information and the Torps will send the “Eco-Warrior” their complimentary “Planet Earth ENVIRON MEDAL” to commemorate their great achievement. Each engraved shiny gold medal, designed by Jon and crafted by a Wisconsin medal maker, dangles on a shiny green ribbon and bears the proud slogan, “Champion of a Greener World”.

The Environ Medals program was featured on **CNN Headline News** and the Torps have been honored by the **Los Angeles Business Journal** with a prestigious Green Agent Realtors Award for their earth-friendly program.

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