

**FOR IMMEDIATE RELEASE:**

**Santa Monica, April 14, 2008:** When Santa Monica residents Mimi and Jon Torp wanted to find a way to reward their daughter, Emily, for her diligent work recycling and conserving water, they couldn't come up with anything that properly praised her accomplishments. Talking to other parents, they quickly realized that there was an obvious dearth of environmental based awards for our young Eco-Warriors. Thus was the genesis of "**Environ-Medals**".

Designed by Jon, the Torps hired a medal maker to create an engraved "Planet Earth – Environ-Medal" with the slogan "*Champion of a Greener World*". They also developed a checklist of eco friendly tasks that a child (or adult) could perform to help our planet. The list includes everything from bringing trashless lunches to school, to printing on both sides of the paper, to turning off lights when leaving a room. When a person has performed a specific number of tasks, they're rewarded with an Environ-Medal.

Local Realtors for Coldwell Banker, the Torps offered to sponsor an "Environ-Medals" program at their daughter's school. Tracey Schwengel, head of Franklin Elementary's GREEN TEAM, loved the idea and embraced it whole heartedly.

"The Environ-medals are an incredible addition to helping us "go green" at Franklin. The checklists give the kids a way to document their green efforts at home and they are proud to receive their unique medals at school. Checklists continue to come in consistently each week and have proven to be a great way to motivate our students to be more eco-minded" says Schwengel.

The Torps knew they were on to something when one of the parents at the school thanked them profusely for developing and sponsoring the program: "For years I've been trying to get my husband to turn off the water when shaving or brushing his teeth, but he never listened. But now that our son can earn a medal for reminding his Dad to conserve, he's finally turning off the water".

Mimi and Jon are thrilled and inspired by the remarkable response their Environ-Medals program has generated. If you have a young environmentalist who deserves to become an "Environ Medalist", checklists can be downloaded from the Torp's website, [www.stevens-torp.com](http://www.stevens-torp.com). The completed checklists are then returned to the Torps who will send an Environ Medal to the recipient.

For further information, or to receive a sample "Environ Medal", please contact Jon Torp (310)979-3987, Email: [jtorp@aol.com](mailto:jtorp@aol.com).

# ENVIRON MEDALS™

***Rewarding Our Young Eco-Warriors***

**Created and Sponsored by Mimi and Jon Torp  
Coldwell Banker**

**MIMI and JON TORP are proud to honor our great kids who work so hard to make our planet a much greener and eco-friendly place to live.**

**When a family member has done any of the tasks from the checklist on the back to help conserve our environment, simply check off the appropriate box.**

**Once a total of 25 BOXES have been checked, fill-in in your address information, stick the form in an envelope and send it to address listed on the back.**

**We'll send the "Eco-Warrior" our exclusive "Planet Earth ENVIRON MEDAL" to commemorate their great achievement. If more than one child has participated, please check how many medals should be sent.**



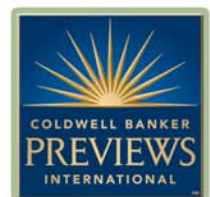
**We Look Forward to Rewarding Our Young Environ-Medalists!**

**Additional Environ Medal Checklists are Available  
for Download from our Website  
[www.Stevens-Torp.com](http://www.Stevens-Torp.com)**



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