



**For Immediate Release**

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**Jackson Elementary's Blue and Yellow Make Green on Earth Day.**

**Atlanta, GA:** In an effort to implement positive change and further environmental learning at Jackson Elementary, the school is launching Jackson *GreenThink* this Earth Day, April 22. The program, brainchild of parents Penny Simmons and Leigh Ann Livaditis, will introduce children to the concept of being eco-friendly with school activities that can translate to the home and community as well.

Earlier this year, a schoolwide assembly was held featuring Magic Debbie, a local childrens' entertainer, who helped kick off the school's expansive recycling program with the magic words: "Reduce! Reuse! Recycle!" Separation bins were dispersed throughout classrooms and common areas. The focus includes paper, aluminum cans, plastic PET bottles, as well as crayons, ink cartridges and cell phones. To date, it's estimated that 1/3 of Jackson's typical waste has been diverted from landfills, thanks to the support of students, faculty, and several recycling companies (Pratt and Newell) that have partnered with the school.

Other activities include: Student Recycling Pledges on how they will be kind to the earth, re-use of small throw-away objects pressed into sculptures for the Jackson gardens, a "No Idle Zone" for all buses and carpool lines to cut pollutants and save gas, updating cafeteria menu items and janitorial supplies with organic options, a compost pile for lunch waste, rain barrels to collect water for landscaping, lights off or down on designated days, *GreenThink* re-usable shopping bag sales...and a special fund raising tie-in with *Atlanta Homes & Lifestyles* magazine, also committed to the cause.

"We've made great strides already, but this is just the beginning," explained Penny Simmons, co-founder. "The response from our parent volunteers and teachers has been incredible, and our committee has quickly acted on brainstorming, research, proposals, implementations, and introductions to an arsenal of like-minded community partners. The kids are gaining global awareness on an issue where they can immediately affect change. And they're really rallying and proud to do it!"

Jackson ***GreenThink*** also reinforces the International Baccalaureate (IB) designation that the school was awarded in 2007, designed to foster the development of the whole child as an inquirer, both in the classroom and in the world at large. “Ultimately, ***GreenThink*** is another win-win for Jackson,” remarked Leigh Ann Livaditis, co-founder. “We’re protecting our kids’ physical and environmental health while helping them to think critically, make smarter choices, and responsibly grow the seeds this program is planting.”

For some recent media coverage of this school-wide effort, please see go to

[http://www.11alive.com/news/local/features/earthwatch/article\\_earthwatch.aspx?storyid=114804](http://www.11alive.com/news/local/features/earthwatch/article_earthwatch.aspx?storyid=114804).