



MEDIA RELEASE

Monday, 2 February 2008 (embargoed until 6am)

New campaign to show Australians how to save the environment

Leading environmental group Easy Being Green will today launch a year-long Facebook and TV campaign to help Australians save money and the environment.

Renowned environmentalist Jon Dee has teamed up with Easy Being Green to film **52 Ways to Save Money and the Planet** – one video 'tip' will be broadcast each Sunday on national TV with a simultaneous release each week via Facebook and Youtube.

"There are so many ways to save the planet and your wallet at the same time," Jon said. "In our video tips, we'll be showing Australians that doing the right thing by the environment can also save families hundreds of dollars every year.

"Saving money can be as simple as reducing food waste, keeping your tyres fully inflated or catching public transport," said Jon. "We'll also be showing people the many ways that they can help their wallets by saving electricity and water."

"We hope many people will be surprised about how easy it is to go green and save money at the same time."

Easy Being Green Manager Director Andrew Randall said the organisation has already helped millions of Australians live greener lives and save money, through initiatives such as distributing free energy-saving light globes to more than 650,000 households.

"We're not asking people to make huge sacrifices for the environment," said Andrew. "In fact, it's quite the opposite.

"We hope these weekly tips will show people that they can how much difference they can make by changing a little thing in their life each week.

"Through our Australian public campaigns, Easy Being Green has managed to stop more than four million tonnes of carbon pollution from going into the atmosphere."

To get a weekly video tip on how save money and the environment, people should join the 'Aussies Against Climate Change' group on Facebook. Each video will also be available by visiting www.EasyBeingGreen.com.au or YouTube.

Jon will also show and discuss one tip every week on 'Today on Sunday'. The 52 video tips for the campaign will be presented by Jon, Dr Katrina Warren, Penne Dennisson.

Jon Dee and Andrew Randall are available for interview.

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