

## Five Easy Tips To Help Kids And Parents “Go Green”



**A new online, multiplayer global game teaches kids to pledge, play and act to protect the environment.**

(NAPSA)—The growing issue of climate change has taken center stage for many people. From turning off the lights when leaving a room to recycling, everyone can take part in “going green.”

Studies have shown that though parents and kids are concerned about the environment, they don’t always know what they can individually do to help. According to a recent survey conducted by the Pew Center and Nickelodeon, more than 50 percent of U.S. kids 8 to 14 admit they’re not sure how they can directly impact environmental issues.

For kids and parents looking to “go green,” here are five easy tips from [www.biggreenhelp.com](http://www.biggreenhelp.com) to get started:

- Plug your TV, DVD player and game consoles into a power strip that can be switched off when you’re not using them.

- To save energy, unplug chargers when done charging cell phones and MP3 players.

- If you see a leaky faucet at home or school, ask someone to fix it. Little drips waste a lot of water.

- Turn off game consoles when they are not in use. Also, buy used games. This will help save energy and money.

- Go green online.

Kids’ network Nickelodeon has teamed up with national youth and environmental organizations to offer several green-themed activities online at [www.biggreenhelp.com](http://www.biggreenhelp.com) including games, quizzes and links to partner sites. These efforts are part of the network’s *The Big Green Help* campaign, designed to make energy-saving and Earth-friendly activities part of kids’ everyday lives.

The centerpiece of the environmental initiative is “The Big Green Help Global Challenge,” a global, multiplayer online green game where kids can work individually or collectively to “virtually” lower the Earth’s CO<sub>2</sub> levels. Kids are challenged to pledge volunteer hours during game play and then take active steps toward creating a healthy environment in their homes, schools or communities.

For more information or to find out about organizations involved with *The Big Green Help*, visit [www.biggreenhelp.com](http://www.biggreenhelp.com).