



Gelos Publications

• THE Rhyme, Laugh & Learn™ SERIES •

Educating Children about Conservation.
Make this an integral part of your Organization's Environmental Strategy.

Children are the future of our planet.

It is the responsibility of all of us to show children how they can make a difference to the environment both now and as they grow. The future health of plants, animals, and humans on land and sea, across the globe, depends on how well we educate the generations that will follow us.

We have the opportunity to teach our children about their carbon footprint, about the need for conservation and about the impact of climate change on their world. And, importantly, we can tell them what they can do as individuals and families, at home and school to make a difference.

What does this mean in the world of business?

This responsibility to educate extends ever more deeply into the corporate world. Businesses around the globe are under increasing regulatory and public pressure to demonstrate their green credentials – whether it's using renewable fuels, creating effective water management systems or developing recycling processes.

And demonstrating their commitment to educating children will also be a positive contribution to this strategy! Children of their employees, their customers, their suppliers and their stockholders can collectively understand that the small changes they make can add up to a very big difference.

Remember, positive perceptions of your organization's contribution to all aspects of the environmental agenda will increasingly build your reputation and ultimately the value of your business.

Introducing Pongo

With that educational agenda in mind, Gelos Publications introduces you to Pongo the Orangutan - our new spokesperson for the environment.

Pongo narrates the latest story from the Gelos Publications **Rhyme, Laugh and Learn** series "A Conservation Tale: Your Planet Needs You." Here a wise old man visits us from the future and shares a series of positive environmental messages that children can understand - messages that will inspire them to take action - to conserve water, recycle plastic, turn off electronics when not being used, plant trees, reduce car travel etc. Taken together, these can truly make a difference to the world.

The book includes great Question and Activity pages.



What is a Carbon Footprint?

A footprint is a mark you leave on the ground when you walk on it. But people and animals can also leave a footprint in the air too. When we drive in our cars, when factories produce energy when making things we use, we all generate a footprint in the air. Even cows and other animals generate their own gassy footprint in the air every day!

All of these footprints in the air contain a substance called carbon. And, over time, lots of carbon can change our air and our weather. And not in a good way. That's why we call this type of mark a **CARBON FOOTPRINT**.

If we all leave behind a great big carbon footprint, the earth, the sea, and the air will all get much much hotter. We all suffer just like we see in the story *A Conservation Tale*.

The great news is that plants and trees can eat up the carbon in the air for us, but they need our help! We need to try and reduce our carbon footprint we leave behind and work with those trees to keep our planet safe and healthy.

There are ways we can do this right now. So, let's get started!

Here are 10 ways you can reduce your carbon footprint. What else can you do on your own, with your family, with your friends at school?

- Turn off the water while you are brushing your teeth.
- Remember to turn off lights when you leave the room.
- Turn off computers and other electronics when you aren't using them.
- Walk or bicycle instead of using the car when possible.
- Recycle plastic and cardboard in your home.
- Talk with your teacher about recycling in your classroom.
- Use reusable grocery bags.
- Switch to reusable water bottles.
- Avoid buying products with lots of plastic packaging.
- Eat fruit and vegetables grown locally and in seasons.

We can all help take care of our environment by decreasing our carbon footprint. Small changes can make a big difference! What will you do?

Your Planet Needs You!

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THE Rhyme, Laugh & Learn SERIES

A Conservation Tale Your Planet Needs YOU!

Written by Ian Sadler
Illustrated by Len DiSalvo

Just look at what a handful of us working together can do! Check out what you can do with your class on page 27.

"On your own you can't save the planet, But with friends the battle can be won, What you can achieve in one thousand days, A thousand can achieve in just one!"

How can Gelos Publications help your organization?

Why not invest in a partnership with Gelos Publications to raise your own profile within the conservation arena and demonstrate your commitment to educating children about the environment they live in now and the one they will live in tomorrow. You could, for example:

- Take advantage of our volume discounts to buy books for your customer base, your stockholders, suppliers, alongside your other educational materials.
- Use Pongo's story, alongside your own educational materials, to share your conservation agenda with your customer base, your stockholders, suppliers and so on.
- Add your logo to Pongo's storybook to associate your organization closely with the environmental messages within the book - making you more attractive to new and existing customers.
- Go one step further and add your own message to special pages in Pongo's story that showcase your commitment to educating children.
- And if you want a story adapted to your own business, we can draft one for you sending Pongo on another adventure relevant to your industry, sector or charity.
- And finally, how about licensing the Pongo the Orangutan image on your other publications or on your corporate gifts and products?

Volume discounts are available on all books.

The Rhyme, Laugh and Learn Series from Gelos Publications.

A Conservation Tale: Your Planet Needs You is the fifth book in the Award-winning **Rhyme, Laugh and Learn** series. Take a look to see if any of the other topics covered in the series – the importance of hard work, the use of colors, learning new languages and so on – have relevance to your own corporate agenda.

GelosPubs.com/book

Contact:

Learn more about how you can participate in the Gelos Publication Conservation Partnership at www.GelosPubs.com or contact Sharon Castlen at Sales@GelosPub.com.

