

For Immediate Release
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The Green Guide Girls™ Make Green Book Publishing Easy at ECOFEST

September 26, 2007 (Brooklyn, NY): The Green Guide Girls™ will join other environmentally conscious companies and organizations at this year's ECOFEST event in New York City on Sunday, September 30, 2007, at Lincoln Center.

ECOFEST is the largest environmental event on the East Coast, and is unequalled in its broad base of public and private sector support. ECOFEST is a unique cultural and educational environmental festival, free to the public. Through dynamic exhibits, stimulating entertainment and celebrity performers and speakers, ECOFEST fosters public awareness about opportunities for environmental change. It spurs people to get involved in making their homes, communities, schools, offices and personal life practices more ecologically advanced and environmentally sound. ECOFEST has the support of key federal, state and city government agencies, major corporations and environmental organizations such as BP Solar, United States Postal Service, US Department of Energy, US EPA, PSE&G, NYC DOT, NYC DEP, New York Power Authority and Consolidated Edison, Ben and Jerry's, SNAPPLE, KeySpan Energy, General Motors, Ford, Daimler-Chrysler, Nissan and Toyota, and The New York Zoological Society, the Audubon Society, the United Nations Environmental Program, the Sierra Club, the Nature Conservancy, the Natural Resources Defense Council, the Rainforest Alliance, The New York Department of Environmental Conservation and the Council on the Environment.

"We encourage authors and publishers to consider the simple decision to use environmentally friendly resources to produce their books. It is the pivotal shift that will resolve the impact on climate change in the book publishing industry," say Cindy Katz and Jennifer S. Wilkov as The Green Guide Girls™. "Education and information are the keys for any author and publisher to contribute their efforts to the global warming crisis."

"When an average size book with 250 pages sells 1 million copies, approximately 12,000 trees are required to produce these books," say The Green Guide Girls™. "That's staggering! and a huge contributor to the climate change crisis. With one decision, authors and publishers can have a major impact on the issue of global warming. Most are not aware of the options available to them. That's why we wrote the book ~ to educate authors and publishers so they can make informed decisions about their books."

In their latest book, *The Green Guide Girls: Guide to Book Publishing* (E.S.P. Press Corp. – June 1, 2007) with foreword by Tyson Miller, Director of the Green Press Initiative, co-authors and co-creators of The Green Guide Girls™, Cindy Katz, CEO and founder of Plant A Tree USA™, and Jennifer S. Wilkov, Publisher of E.S.P. Press Corp. and the best selling award winning author of the *Dating Your Money* series, teach authors and publishers how easy it is to produce and publish their books using an Earth-friendly approach with environmentally sound practices. Chock-full of resources and a full guide to the green book publishing process, The Green Guide Girls™ demonstrate that with one simple decision, any author and publisher can produce any book and reduce their impact on global warming by not requiring any materials from virgin trees. The

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Green Guide Girls™ also indicate that the cost difference for green book publishing resources is minimal if any these days.

The Green Guide Girls™ are the co-authors of the Green Guides for publishing on Treehugger.com where authors and publishers alike can find their information in the How to Green Your Books (For Authors) and separately How to Green Your Books (For Publishers) Guides.

The Green Guide Girls™ will be available for media interviews at ECOFEST this Sunday. Please contact Tom Martin at (646) 651-1148 for all media inquiries.

www.GreenGuideGirls.com

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About the Authors:

Cindy Katz is the CEO and founder of Plant a Tree USA™. Her mission is to plant 18 billion trees and educate millions, creating a healthy Mother Earth with a passion. As a part of her mission at Plant a Tree USA™, Cindy developed a specific program for authors and publishers called the Authors Save World™ program to promote tree plantings and raise awareness in the publishing industry. www.PlantATreeUSA.com; www.AuthorsSaveWorld.com

Jennifer S. Wilkov is the best selling award winning author of the *Dating Your Money* series and the publisher of E.S.P. Press Corp. She is also a successful freelance writer, entrepreneur, business mentor, humanitarian, philosopher and philanthropist. Jennifer has always been interested in bringing together industry resources and people in the spirit of collaboration to enrich the consumer experience. Now she's gone "green" as an author and publisher to collaborate with Cindy Katz to bring The Green Guide Girls™ to the publishing and author communities. www.GetMyESPPress.com

As the Green Guide Girls™, Cindy Katz and Jennifer S. Wilkov live in the classroom of life and raise their hands to ask their famous simple question, "How do we make THAT green?"™ Together, they consolidate the information and insights they find from the Collective Wisdom in every industry and provide *ESP Tips*™--Environmentally Sound Principles--and *PAT Tips*™--Please Act Today action steps---throughout each book to make it easy for anyone to make anything "green". www.GreenGuideGirls.com

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For additional information or to arrange an interview with The Green Guide Girls™,
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