

# TFK Extra!

A SUPPLEMENT TO TIME FOR KIDS

'all' small & mighty  
is searching for the  
greenest schoolkids  
in America



## HELP YOUR SCHOOL!

Enter the 'all'® small & mighty®

"Go Green & Small with 'all'®" Contest

You could help your school win a green iPod®\* shuffle and solar charger for every kid in your school AND \$50,000 to make your school more eco-friendly. Find out how to enter on the back page.

# Clean & Green



Small things you do can make a big difference in the environment

\*iPod® is a registered trademark of Apple Inc. Apple is not a participant in or sponsor of this promotion.

No purchase necessary. Void where prohibited. Must be at least 18 years old to enter. Contest ends November 26, 2007. See back page for official rules.

# Small Steps Lead to

You don't have to be big to make a mighty difference, especially when it comes to protecting the planet. There are many products—some you may already have at home—that can make a big difference for the environment. One example: 'all'® small & mighty® 3x concentrated laundry detergent might come in a small bottle, but it has a big effect on the world. See "Message in a Bottle" to find out why.

Now it's your turn to make a change to protect the environment. To get you and your family started, 'all' small & mighty has created the "Go Green & Small with 'all'®" Contest and is searching for the greenest schoolkids in America. Read all about the amazing prizes you can win for your school, yourself and your family on the back page. Use this guide to help you enter.

## Mighty Kids

Across the country, kids like you are making a difference in their communities by helping to protect the environment. These are just two of their stories.

### Saving Water

Meet Tyler. He is a 9-year-old from Los Angeles, California, who likes reading, golf, tennis, baseball and helping his community become more eco-friendly. These are a few of his ideas.

"I save water by turning off the water when I'm brushing my teeth. I take short showers, and when my brother and I wash the car, we try not to leave the hose running the whole time. My family recycles paper, plastic and glass bottles and takes part in Big Sunday. It's a weekend when people clean up around Los Angeles. It's lots of fun and really cool."

"I pick up trash around school and at the beach!"



Way to go, Fiona!

Each tree you plant can remove one ton of pollution from the air during the tree's lifetime.

### Planting the Future

Say hi to Fiona, 8, from Sea Cliff, New York. She wants to be a teacher when she gets older. But she's already showing people how they can help the environment. Here's what she told us.

"I plant things like flowers. Plants make oxygen for the air we breathe. I also recycle paper, which helps protect trees. We never use pesticides in the garden because they can get in the water we drink. We try not to use too much air-conditioning in the summer or heat in the winter—that saves energy."

## MESSAGE IN A BOTTLE

There are many ways that we can limit our waste and help save the environment. Check out how a bottle of 'all' small & mighty can make a big change.



### WHEELS OF CHANGE

The smaller size of the bottles means it takes one-third less to ship 'all' small & mighty than our larger bottles. Each year 800,000 gallons of diesel fuel are saved—enough to take you to the moon and back 37 times!

# Big Change

## 5 WAYS YOU CAN MAKE A DIFFERENCE NOW

Put these tips to the test and start helping the environment today.

### 'ALL' TIP #1: STOP THE DROPS

Leaky faucets can waste 20 gallons of water a day. That is enough to fill 200 soda cans. Be sure to use a tight twist to turn off faucets and tell an adult when you spot leaks.

### 'ALL' TIP #2: SMALL CAN MAKE A BIG DIFFERENCE

Some companies make concentrated versions of their products, like 'all'® small & mighty® laundry detergent, so they can be packaged in smaller bottles that use less plastic. Because people in the U.S. throw away 2.5 million plastic bottles every hour, you can help save a lot of plastic by switching to concentrated products.

### 'ALL' TIP #3: PAPER SAVER

Each year the average American uses 580 pounds of paper. Reduce the paper that ends up in the garbage by keeping scraps for art projects, writing on both sides and recycling. Write notes to family members on a dry-erase board.

### 'ALL' TIP #4: ECO-EATING

Reduce waste by packing your lunch in a reusable container—a paper bag will create waste.

### 'ALL' TIP #5: SPEAK UP

Do you see adults leaving lights or the TV on when no one's in the room? Tell them that they can save energy and money by turning them off.



## READY TO CONCENTRATE?

When a product is concentrated it means that it is made with less water.

## "R" YOU READY TO HELP?

Do you know the three Rs of helping the environment? They are **Recycle**, **Reuse**, and **Reduce**. We have a few more R ideas you can use in the word list below. Circle these words in our puzzle. The leftover letters will spell out the answer to the riddle.

- |         |         |          |
|---------|---------|----------|
| RECYCLE | RESOLVE | RETOOL   |
| REUSE   | READY   | RECOVER  |
| REDUCE  | REACT   | REFOREST |
| RESPECT | RECLAIM | RETAIN   |



**RIDDLE:** What did 'all' small & mighty say to the kid who was taking a tough test?

**ANSWER:** \_\_\_\_\_!

(Answer: Concentrate!)



### BOX IT UP

Smaller boxes are used to ship 'all' small & mighty bottles to stores. This saves 50 million square feet of cardboard each year. That's about the size of 879 football fields.

### LESS IS MORE

'all' small & mighty is a 3x concentrated laundry detergent, so it comes in a smaller bottle. That saves more than 6 million pounds of plastic each year, or enough to make 110 million plastic forks, knives and spoons.



### THINK ABOUT IT

How can **YOU** reduce the amount of plastic and energy you use?



# “Go Green & Small with ‘all’<sup>®</sup>” Contest



Help your school **WIN** a green iPod<sup>®\*</sup> shuffle and solar charger for every student in your school and \$50,000 to help make your school a greener place with things like an eco-friendly playground.

You could be featured on *The Ellen DeGeneres Show*.



You don't have to be big to make a mighty difference in the environment. We're challenging students across the country to become environmentalists and rally their schools to take action.

## GRAND PRIZE

- The winning school will receive \$50,000 to make it more eco-friendly.
- Every student at the school will receive a green iPod<sup>®\*</sup> shuffle and solar charger.
- Students' families will receive a one-year supply of 'all'<sup>®</sup> small & mighty<sup>®</sup> laundry detergent.

## FIRST PRIZES

- NINE schools will receive \$5,000 to help make them greener.

## HOW TO ENTER

1. With a parent or guardian, go to **www.gogreenwithall.com**.
2. At the site, you'll find an Eco-Report Card. Fill it out and submit it online.
3. You can also write a short Eco-Story about what you are doing or what you plan to do to make a difference in the environment and submit it online.
4. We'll choose the winning schools based on the number of Eco-Report Cards submitted from each school and the passion and drive of the personal Eco-Stories.



Tell your friends to go to **www.gogreenwithall.com** with their families and help your school win the Grand Prize!



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## OFFICIAL RULES

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