



# Earth Day *Lovin'*

BY KATIE MARTIN

*We have been busy brewing up ideas for all brides and grooms for Earth Day.*

Earth Day is every year on **April 22nd!** Have you planned what you are going to do that day or week? We have! We have 3 events that we will be a part of in the United States and Canada. We will make the specific announcements about 2 of the events later in our mini magazine that will come out just before Earth Day! So be sure to check back to the **EBW blog** often! Read on to see how you can get involved and get greening!



**WE LOVE HAVING THE NATIONAL WILDLIFE FEDERATION RIGHT AROUND THE CORNER FROM US! Who else is better at helping us all get a little greener every day than NWF? I had a chance to sit down and talk with NWF's COO Jaime Matyas to talk about goals, ideas and how she and her family keep it green!**

**How did you get involved in NWF?**

I spent the first part of my career in traditional corporate marketing jobs. I really enjoyed what I did but was looking for some way to connect my skills with a role that would make a difference in the world. When I worked in sports marketing, I helped run a fishing tournament and NWF was selected as the beneficiary of the event. As a result I got to know NWF and their staff's passion for their work and their authenticity was inspiring. Not long after I got married and relocated to Washington, DC and took the opportunity work at NWF. My mom was an elementary school teacher and I was familiar with Ranger Rick magazine (an ad free publication for children 8-11) from her classroom. The idea that I could support education programs for kids and educators as



JAIME MATYAS

well as protect the environment was a double win. Since this is a wedding publication, I'll share that it was a really stressful time and I don't recommend getting married, relocating to a new city and starting a new job all at the same time!! Luckily it's all worked out well.

**What are your personal goals in keeping a green lifestyle?**

**"I share NWF's philosophy of moving along a continuum - it's okay to start wherever you are and take small steps."**

I don't believe there is one right way to live a green lifestyle. For me, it started with only taking public transportation but with two kids and living in the suburbs that is no longer realistic. Now we try to walk to school instead of drive, carpool to reduce the number of cars driving to the same location and gang errands together to minimize car trips. We still take metro when possible.

Two years ago we started composting. Everyone in our family plays a role so we all understand what gets composted; recycled; thrown away. We've helped dispel misconceptions our friends may have had about composting (it doesn't have to smell or be messy). I don't believe preaching or using guilt is a very effective strategy to engage others, nor is it my personality. Rather, I believe by understanding the impact of any one action, people change their choices and behaviors for the betterment of the environment.

I try to bring a green lifestyle to our family in ways that educate and

empower my daughters instead of it feeling like a mandate or a rule. They are equally mindful of turning off lights and unplugging their technology as they now understand the connection between electricity and energy use as a cause of global warming and the impact on polar bears in the arctic.

We try to eat organic and (when possible) buy locally from farmers markets knowing that doing so supports sustainable agricultural practices and local farms (it also reduces the amount of energy used for transport). We also buy share in a local farm coop for the same purpose.

We also try to reflect a green lifestyle in our purchasing habits, like for example; preferring school supplies made from recycled content, staying in hotels that follow green practices, replacing old light bulbs with energy efficient CFLs and buying organic dairy products and shade grown coffee. A fun favorite in our house are our hand-powered flashlights, which have come in way too handy with all our power outages the past few winters.

**What are some of NWF's main goals?**

The mission of the NWF ("to inspire Americans to protect wildlife for our children's future") requires that NWF repower a conservation movement in America that brings diverse networks of people together around the common dream that: **our children live in a healthy world where they breathe clean air, drink pure water and enjoy a diverse array of wildlife and natural areas.**

To achieve our dream, NWF has and continues to develop relationships with an array of influential network leaders to advance policies and actions that:

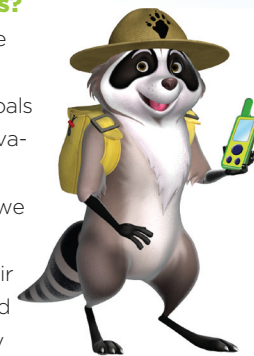
- **Reduce global warming pollution and build a new energy future**
- **Safeguard wildlife and people in a warming world**
- **Connect people with nature and get families to "Be Out There"**

(To Read More About these Goals - Go to our **Blog** and search for National Wildlife Federation)

**What makes NWF different from other conservation and environmental organizations?**

While protecting wildlife and addressing global warming are also the goals shared by other conservation and environmental organizations, the way we go about achieving our goals is different; we pair traditional advocacy and education with a history rooted in grassroots organizing and coalition building based on the fundamental belief that concerned citizens working together can accomplish more than any one person or organization working alone. NWF has a long-standing commitment to education, through our school programs, children's magazines like Ranger Rick and Wild Animal Baby and on college campuses.

Since our founding in 1936, NWF has also considered itself a "big tent" uniting people from different geographies, interests and walks of life but who share a value for protecting the natural world to work together for common goals. Today, that diversity includes gardeners and birders, outdoor enthusiasts of all sorts, parents and educators, and people from different ethnic cultures and faith beliefs along with college students wanting to make a better future.



Eco-Beautiful  
weddings



**National Wildlife Federation (NWF)**, the generous folks at **Chevrolet** (who will be donating their vehicles to help get the work done) and the EBW staff are doing the Workday for Wildlife at the Patuxent Wildlife Research Center & Refuge in Maryland! Want to come out and help too? **Click here** to email NWF to participate!



# BUY YOUR PRE-OWNED WEDDING DRESS ON EARTH DAY

## HERE ARE TIPS FROM

smartbride  
BOUTIQUE



Mango Studios

**Retail Price:** \$8,000  
**Price:** \$2,500  
**Label Size:** 6  
**Designer:** Oscar de la Renta  
**Manufacturer's Style Number:** 12N27  
**Year Purchased:** 2010  
**Dress Condition:** Used Once

[Click here to read more about the dress!](#)

### *Tip #1: Shop Locally*

Use the SmartBride location selector to search for dresses in your own city. Shopping locally allows you to try on the dress and reduce shipping costs. Take your mom or a friend along to provide a second opinion and take photos of the back of the dress.

### *Tip #2: A Clean Dress is Best*

Buying a dress that has already been professionally cleaned allows you to see the true condition of the dress as you will wear it on your wedding day. Some seemingly harmless stains on the hem or underarms could be more difficult to remove than they appear.

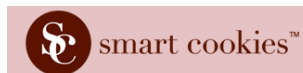
### *Tip #3: Consult a Seamstress*

Keep in mind that alterations can completely change the fit of a gown. Ask for the name and phone number of the seamstress who did the initial alterations to confirm whether any alterations are reversible.

**Want to be a Smart Cookie?** Now you can! **Robyn Gunn** of Smart Cookies recently got married and is selling her beautiful gown on Smartbride!

*"As a Smart Cookie, I could never have justified the price tag of a designer dress without a plan to sell it on SmartBrideBoutique.com after my wedding. I love that another bride will reuse the dress that truly made me feel like a princess."*

- **ROBYN GUNN OF**



\* As a social worker, Robyn had chosen a career that she was passionate about but one that would not necessarily bring her riches. Also, she had accrued more than \$12,000 in debt and was struggling to keep up with bill payments on her limited income. She has learned that she can have it all and has found personal fulfillment and doubled her earning potential by obtaining her Master Degree in Social Work. She is now debt free and has purchased her second condo, which she shares with her pampered pooch, Lucy. Smart Cookies website and books give women Sweet Financial Tools and Advice That Fit Your Life.