

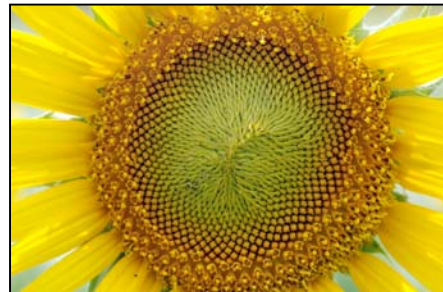
Hello friends,

In this issue, find tips on green cleaning your home, read about INFORM's role in the Media That Matters Film Festival and discover about an up-and-coming company that gives new meaning to zero tolerance for waste!

- [10 Tips to Green Cleaning Your Home](#)
Follow these easy steps to clean, and clean out, your home in an environmentally optimal way.
- [Media That Matters Film Festival](#)
Take a look at the inspiring films that won awards from this year's Media That Matters Film Festival; INFORM is proud to have been selected as a TAKE ACTION LINK for the environmental winner.
- [Profile - Terracycle](#)
Read about Terracycle, the world's first company to mass produce a product that actually leaves a **negative** ecological footprint.
- [Sustainable Products Auction](#)
Bid on recycled glass paving stones to beautify your outdoor space, starting Monday June 23rd, 2008, 3:00pm EST. Our auction item was generously donated by IceStone, manufacturer of durable surfaces made of recycled glass and concrete.
- [Events](#)
Save the date! INFORM's 4th annual Green Holidays will take place on December 3, 2008. Also check out our photo gallery from Earth Day.
- [Welcome](#)
Meet Céline Soudant, INFORM's new Project Assistant.
- [Environment and the Arts: INFORM Recommends](#)
See *Blue Planet* - a 1982 film by Franco Piavoli, former painter and one of Italy's most important experimental filmmakers.

10 Tips to Green Cleaning your Home: Easy and Healthy

If you aren't sure of the environmentally preferable way to clean your home, fret not – INFORM can help. Here are tips for cleaning, and cleaning out, your home that are environmentally friendly, non-toxic and keep you from contributing to the waste stream.



1. Make your own all purpose cleaner. Mix 7 drops of vegetable based (vs. petroleum based) liquid soap, 2 teaspoons of baking soda, 2 tablespoons of white vinegar, and 20 ounces of warm water, and voilà! The solution is naturally anti-microbial and you have non-toxic and effective cleaner that works in the bathroom, in the kitchen and on floors. Vegetable based soap, such as Dr. Bronner's Magic Soaps, can be found in most health food stores.
2. If you use store-bought cleaners, pick environmentally preferable products. They are less toxic than the traditional alternative. For more information on Green Cleaning products and practices, check out our [Green Cleaning tool kit](#). [[link to website toolkit page](#)]
3. Use [microfiber cloths](#) for dusting. They pick up dirt, dust and other bacteria better than other cloths or paper towels. The cloths won't scratch or damage furniture. You can also use them to wipe down counters and clean mirrors without the use of any cleaning products at all. Just wet one micro cloth with water and use it to wipe down the surface; use the other cloth to finish the job.
4. Invest in plants such as [spider plants](#). [[link to web](#)]
They are a natural way to clean your indoor air.
5. Open your windows and let the fresh air in!
According to the EPA, indoor air pollution can be 2 to 100 times greater than outdoor air pollution.
6. If you need to clean your drain, pour one cup of baking soda down the drain, followed by 1/2 cup of white vinegar. This helps clean out clogs without the use of toxic drain cleaners.
7. Clean off coils on the back of your refrigerator. This will not only be more efficient but can also save you money.
8. Wash clothes on cold. 90% of the energy used by a washing machine is required just to heat the water. This easy switch will conserve energy and have a drastic impact on your electricity bill. Instead of using a dryer, try hanging your clothes out to dry. At the very least, clean out the lint trap on your dryer to improve efficiency.
9. Find some old electronic equipment at the bottom of the closet? An old analog TV, CDs, a printer, or old cell phones, perhaps? Don't throw them out, recycle them! For more information about recycling in your area, go to www.earth911.org, or contact your local county Department of Solid Waste to find the date of the next electronic waste collection drive. If you live in NYC, you



can visit the [Lower East Side Ecology Center](http://www.lesecologycenter.org/les_frames.html).
(http://www.lesecologycenter.org/les_frames.html);

10. Find old items you don't need anymore? Items can be re-used many times before being discarded. Consider giving used items to your favorite charity, to a family member or a friend, or sell them on Craig's List www.craigslist.com . Also check out www.freecycle.org, a great site devoted to reducing waste by promoting reuse. The only rule is that everything is completely free!

MEDIA THAT MATTERS FILM FESTIVAL

Each year, the Media That Matters Film Festival selects a new collection of socially conscious short films created by independent youth filmmakers from across the globe. This year, INFORM is proud to have been selected as a [Media That Matters Film Festival TAKE ACTION LINK!](#)



These inspiring films are the work of some of today's most talented and socially conscious young filmmakers. The films have worldwide distribution via the internet, on cable and in hundreds of screenings. This year's twelve jury selected films premiered in NYC on **May 28th** at the IFC Center. The films can be seen online at www.mediathatmatters.org/8/.

PROFILE - TerraCycle™ Inc.

Raising the Bar for Eco-friendly Businesses

While most companies are in the business of producing waste, Terracycle uses materials from the waste stream -- an abundant resource-- to manufacture all its products, making it the world's first company to mass produce a product that actually has a negative ecological footprint. [Read more.](#) [link to full article to be posted on the website](#)



SUSTAINABLE PRODUCTS AUCTION

INFORM's sustainable products auction, which showcases environmentally preferable products and services, is going live on **Monday June 23rd, at 3:00pm EST**. This month, bid on distinctive paving stones made of recycled glass that will beautify any garden or outdoor space. This month's auction item was generously



donated by [IceStone](#), [[link to Icestone website](#)] a unique company that manufactures durable surfaces made of recycled glass and concrete [Place your bid for the environment today!](#) ([list link to ebay here](#)) For more information about the auction, [click here](#). [[link to our website, auction page](#)]

EVENTS

Mark your calendars for Green Holidays 08.

INFORM's annual fundraiser will take place on Wednesday, December 3rd, 2008, so save the date! For more information about Green Holidays, click [here](#). [[this takes you to the Green Holidays page on the website: \(http://informinc.org/greenholidays.php\)](#)]

INFORM at Earth Day.

INFORM's appearances at Earth Day in Grand Central Station and at the Hudson Valley Youth Fair in May were both wonderful opportunities for us to engage with people one-on-one and spread the word about Green Cleaning and Electronics Recycling. Among other things, we demonstrated to an eager crowd how to mix their own all purpose cleaner using all natural ingredients, and also held cell phone collection drives. Check out our [photo gallery](#). [[links to gallery page](#)]



WELCOME

Please join us in welcoming Céline Soudant as a permanent member of the INFORM staff. After spending 6 months interning at INFORM, Céline has seamlessly transitioned into her new role as full-time Project Assistant. [Read bio \(link to bio on website: http://informinc.org/soudant.php\)](#)



ENVIRONMENT AND THE ARTS: ODE TO NATURE

Blue Planet (1982), a legendary film, is in New York for the first time on its 25th anniversary. Directed by Franco Piavoli, a former painter and one of Italy's most important experimental filmmakers, this film is an extraordinary ode to nature, a creation built on rhythms and textures that present the harmony and contrasts between human



activity and the physical world surrounding us. This special retrospective was part the **Open Roads: New Italian Cinema** series, showing at the Walter Reade Theater. *Blue Planet* now continues its run at Two Boots Pioneer Theater in New York City. [Click here for more information and show times.](#)[link to jpg called "Il pianeta azzuro_info."]