



## **PRESS RELEASE**

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### **“How to Live Green” Featured Topic at 2008 Natural Living Conference *Non-Toxic Living Expert Annie B. Bond, Keynote Speaker***

(Caldwell, NJ) - A June 2008 Harris Poll on green living revealed that a majority of Americans are thinking about how to lessen their environmental impact. Green living is an issue that's here to stay: 53% of adults surveyed said they have changed their lifestyle to make it more environmentally sustainable (see [http://www.harrisinteractive.com/harris\\_poll/index.asp?PID=917](http://www.harrisinteractive.com/harris_poll/index.asp?PID=917)).

The poll also found, however, that the 34% who did not change their lifestyle lacked the knowledge about how to go green, and 29% felt that their individual actions would not make a difference to the environment.

“I truly believe that most people are well-intentioned towards the environment, their health and the health of their family, but they often don't know what to change, how to change it, or where to get the necessary information,” says Annie B. Bond, renowned expert in non-toxic and green living.

Bond will be a keynote speaker at the Holistic Moms Network's 5th annual Natural Living Conference, Saturday, October 18<sup>th</sup>, 2008 at the Sheraton Crossroads Hotel in Mahwah, New Jersey. Her talk is entitled, “Ease Your Mind: Easy Tips for a Green and Healthy Home.”

Ms. Bond is Executive Producer of Care2.com's Green Living channels and Executive Editor of Care2's Healthy and Green Living website. Recently named one of the top 20 environmental leaders by *Body & Soul Magazine*, she brings over 20 years of experience as a leading authority, writer and editor about the connections between the environment, personal health and well-being. She has authored four books, including “Home Enlightenment” (Rodale Press, 2005) – a manual for creating a healthy, toxin-free home.

Ms. Bond - who suffered permanent central nervous system damage after being poisoned by an organophosphate pesticide in the 1980s that was later taken off the market - is passionate about informing people, especially parents, about the harmful health effects of synthetic chemicals; and she wants to let them know about the many non-toxic alternatives that exist.

“One of the most practical and easy places to start eliminating harmful toxins from your life is in your home,” says Bond. According to the National Safety Council, about 50,000 children under the age of 4 are injured by unintentional poisonings every year from chemicals found in the home including pesticides and insecticides, cleaning products, personal care products, paints, and drugs. There are also hidden chemicals in our homes: flame retardants in mattresses, formaldehyde in textiles and carpeting, and chlorine and arsenic in our drinking water.

In her keynote address at HMN’s Natural Living Conference, Ms. Bond will teach families about ways to eliminate these and other chemicals from their homes, as well as the top 10 products to avoid. “In my talk, I will offer people the tools they need to implement change and reassure them that establishing a healthy, green lifestyle is easier than they might think.” Bond stresses that small steps *do* add up to big changes and will highlight individual success stories to make her case.

The Natural Living Conference is expected to attract several hundred people as well as sponsors and exhibitors from across the country. With keynote presentations and breakout sessions on health and non-toxic living, and an Exhibit Hall featuring healthy and eco-friendly products and services, attendees will learn about the myriad ways in which they can improve their health and the environment.

Tickets to the Natural Living Conference are \$100 for non-members before October 10<sup>th</sup>, and \$110 at the door. Online registration is available at <http://annualconference.holisticmoms.org>. Lunch – with a vegetarian option – is included with the price of admission. Some Conference sponsors include Organic Valley, Happy Baby (organic baby foods), and Kiwi Magazine.

*The Holistic Moms Network (HMN) is a national non-profit connecting parents who are interested in holistic health and green living. The group has 130 chapters across the country. For more information, please contact HMN's Executive Director, Dr. Nancy Massotto at (877) HOL-MOMS.*