*For Immediate Release*

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**George Washington University takes Sustainability Non-Profit’s Project Green Dorm Initiative, Campus-wide**

*Turning Green curates 11 freshman dorm rooms with an array of*

 *eco products showcasing conscious college living*

*San Francisco, CA June 10 —* Youth-led non-profit [Turning Green](http://www.teensturninggreen.org/) is launching [Project Green Dorm](http://www.projectgreendorm.com/) 2015 to prompt college students and incoming freshman to select their back-to-school items by considering how they impact people and the planet. This call to action is designed to inspire students across the country to embrace an ethical lifestyle, starting with their own dorm or living space.

Turning Green has eco-curated eleven freshman dorm rooms at The George Washington University in Washington, DC. These rooms are stocked with a checklist of necessary college staples, all made sustainably across many lifestyle categories including organic cotton bedding, ethical body care, stainless steel reusables and organic cleaning products.

“*By demonstrating sustainable living options to incoming students in residence halls, we hope to encourage students and parents to think about sustainability when purchasing items for college, at the very beginning of their GW career, said Shannon Ross of the GW Sustainability Office”*3

During the month of June, 5,000 incoming Freshman will arrive for orientation and tour the green dorm rooms for ideas about approaching the start of school with a greener frame of mind. Ultimately, the goal is to inform, inspire and mobilize students to lessen their personal footprint and that of their campus.

“College campuses are incubators for change,” says Megan Fuerst, President of Turning Green’s Student Advisory Board and student of The Ohio State University. “We want students to recognize the power of small actions and collective efforts towards a greener and healthier future for the planet and ourselves. It’s amazing how making change on a personal level can spark conversations and create a ripple effect by altering the consumer decisions of friends, family, classmates, etc.”

Project Green Dorm will showcase the ultimate in conscious living, with sustainably made, organic, recycled, upcycled, non-GMO, fair trade, and secondhand items. Interested students can visit the PGD website, which features a dozen lifestyle categories and highlights the most essential items through interactive Pinterest boards. In addition, TG has curated an extensive list of [Back-to-School Packing](http://www.teensturninggreen.org/wordpress/wp-content/uploads/2013/07/PGD-checklist-v3.pdf) Essentials for students to use as a guide for their purchases. The checklist highlights eco-products in key areas like sleep, food, body care, clean, wellness, and zero waste.

*“Businesses are incorporating more conscious practices and increasing their use of sustainable materials due to growing consumer demand,”* says Jenna Zimmerman, TG Student Advisory Board member and Junior at New York University. *“More and more, it’s not only possible, but also convenient to buy responsibly across every lifestyle category and PGD is a catalyst to help build that momentum.”*

**What’s Next?**

Project Green Dorm is TG’s opening act for its fifth annual 30-day eco-lifestyle competition, [Project Green Challenge 201](http://projectgreenchallenge.com)5 (PGC), launching October 1st and ending on the 30th. PGC aims to raise awareness among students about conscious living, informed consumption, and the collective impact of individual actions. High school and college students from around the world are invited to participate. The [Grand Prize package](http://www.teensturninggreen.org/project-green-challenge/pgc-2012-prizes/) is valued at $12,000.

***About Turning Green***

*Turning Green is a student led movement devoted to education and advocacy around environmentally and socially responsible choices for individuals, schools, and communities. TG seeks to engage youth in the transition from conventional to conscious living, empowering the next generation to action to sustain our planet.*

***Partners***

**Project Green Dorm: George Washington University** includes; ***Sleep***[*The Company Store*](http://www.thecompanystore.com) *Organic Cotton Sheets, Duvet, Comforter, Pillows and Blankets,* [*Naturepedic*](http://www.naturepedic.com/) *Organic Cotton & Kapok Pillow;* ***Zero Waste***[*Klean Kanteen*](http://www.kleankanteen.com) *Stainless Steel Water Bottle, Insulated Bottle, Stainless Steel Food Container Set, Steel Pint Cup, Insulated Coffee Mug;* [*Fluf*](http://fluf.ca/collections/lunch-bags) *Organic Cotton Lunch Bag;* [*To-Go Ware*](http://to-goware.com) *Bamboo Utensil Set, 2 Tier Stainless Steel Food Container;* ***Clean***[*Green Shield Organic*](http://www.greenshieldorganic.com) *Laundry, All Purpose and Toilet Bowl Cleaner,* [*Green Shield Organic*](http://www.greenshieldorganic.com) *Cleaning Wipes; Skoy Reusable Cloths and Scrub,* ***Body*** [*Acure*](http://www.acureorganics.com) *Shampoo/Conditioner, Body Wash, Body Lotion, Bar Soap, Lip Balm, Shave Cream;* [*Desert Essence*](https://www.desertessence.com) *Toothpaste, Floss, Tea Tree Oil Face Wipes;* [*RADIUS*](http://www.radiustoothbrush.com) *Toothbrush;* [*Dr Bronner's*](https://www.drbronner.com) *Body Wash, Toothpaste, Lip Balm;* [*Aubrey*](http://www.aubrey-organics.com) *Deodorant (men’s/women’s),* [*Aubrey*](http://www.aubrey-organics.com) *Shave (men’s/women’s);* ***Food***[*Archtec*](https://www.architecproducts.com) *EcoSmart Cutting board;* [*Abeego*](http://abeego.com) *Reusable Beeswax Food Wrap;* [*Numi*](http://www.numitea.com) *Organic Teas;* [*Amy's*](http://www.amys.com) *Soup, Salsa, Burrito,* ***Study*** [*The Green Office*](https://www.thegreenoffice.com) *Sugarcane based notebook, Natural Craft Binder, B2P Pens, Earth Write Pencils, Recycled Paper Clips, Kleen Earth Scissors, Sticky recycled notes;* [*Eco Strip*](http://www.ecostrip.com) *Power Strip;* ***Fashion***[*Feel Goodz*](http://www.feelgoodz.com/aboutus) *Natural rubber flip-flops.*

*For more information, to sign up, and get involved, visit* [*TurningGreen.org*](http://www.teensturninggreen.org)*, and join us on* [*Facebook*](http://www.facebook.com/teensturngreen) *and* [*Twitter @TurningGreenOrg*](https://twitter.com/turninggreenorg) *#PGD2015. Visit our* [*Pinterest Boards*](http://pinterest.com/teensturngreen/boards/) *and join us on* [*Instagram*](http://instagram.com/teensturninggreen) *for more fun, creative and informative tips and resources on how to green your life.*

**Interview Opportunities:**

*Megan Fuerst: President, TG Student Advisory Board, Junior, The Ohio State University*

*Alice Beittel, TG Student Advisory Board, Freshman, University of California, Davis*

*Taylor Murphy, TG Fellow, Senior, Purdue University*

*Judi Shils, TG Executive Director, Founder*