



Do Just One Thing

by Eco-Expert **Danny Seo**

Impactful, brief daily
tips to save money and
save the environment



Universal Press Syndicate

Dear Editor:

"I'm just one person. What can I do to help the environment?"

For eco-expert Danny Seo, the answer is simple: "Do Just One Thing." This daily feature, which offers Danny's simple, convenient tips on eco-friendly living, reminds readers that caring for the environment doesn't have to be expensive or complicated.

Calling his environmental philosophy "simply green," Danny Seo has authored numerous best sellers, become a popular lifestyle correspondent on CBS's "The Early Show," hosted specials on Fine Living and HGTV, and authored a monthly eco-living column for Better Homes and Gardens' 40 million readers.

Danny's enthusiasm for the environment is infectious. His smart, eco-friendly ways to save the planet remind us that by doing just one thing, we are making our world a little greener and a lot better.

Sincerely,

Gillian Titus
Editor

About Danny Seo

Environmental lifestyle expert Danny Seo calls his eco-friendly way of living *Simply Green*. Born in 1977, Seo has spent more than half of his young life working as an environmental activist, author, magazine columnist and lecturer.

Seo's message and personality can attract young readers to print newspapers today. He has been named one of "40 Under 40" to watch by *Crain's New York Business* and is a sought-after speaker on college campuses today.

As a columnist and contributing editor of *Better Homes & Gardens*, he gives tips and ideas in the "Living Green" section for the magazine's 40 million readers.

Seo has phenomenal name and image recognition, especially from his television exposure. As the Environmental Lifestyle Contributor on CBS's *The Early Show*, Seo regularly shares seasonal and timely how-to information in the series "Going Green." From choosing the best solar lighting to detoxing your home, millions of viewers tune in to Danny for the latest and greatest green tips and products. He has hosted the special *50 Ways to Save the Planet* for Fine Living and recently co-starred in the highly rated special *Red Hot & Green* on HGTV. He also created and hosted the series *Simply Green With Danny Seo*.

He starred in a nationwide public service campaign airing on HGTV and TLC encouraging Americans to recycle their old cell phones through a nonprofit program called Call2Recycle, a part of the Rechargeable Battery Recycling Corp. that encourages Americans to recycle their old cell phones and rechargeable batteries in free collection boxes in more than 40,000 stores nationwide.

As an author, Seo's books stand out amongst others in this genre. His first lifestyle book, *Conscious Style Home* (St. Martin's Press; 2001), chronicles his renovation of his parents' home in Green Hills, Pa., using easy-to-find, eco-friendly materials. *USA Today's* review read, "Say environment to Danny Seo, and it's as if you've punched the word into the search engine Google: Out roars an avalanche of ideas and references that threatens to scramble your brain."

In addition to his nationally syndicated newspaper column, "Do Just One Thing," Seo authors a series of books, including *Simply Green Parties* and *Simply Green Giving*. His DVD is called *Simple Steps to a Greener Home*.

He is associated with the Simmons Natural Care mattress and Wholearth bath and beauty products; serves as the official Green Living Partner for JCPenney; and has also partnered with Method Products, a line of environmentally friendly cleaning and personal care supplies sold in stores nationwide.

Not bad for a young man from rural Pennsylvania, born on Earth Day, who at age 12 founded what would become the country's largest teenage activist charity on behalf of the environment.

Learn more at www.dannyseo.com.



Do Just One Thing

by Eco-Expert **Danny Seo**

If you live in the city and the sounds of cars and sirens are keeping you up at night, consider making white noise. The whirl of a fan can help cover up the noise and contribute to a quieter, more restful sleep.

Tip: Be sure to wipe down the fan first to remove dust and debris from blowing into the air you breathe.

Got an eco-tip or question?
E-mail: Danny@dannyseo.com

Do Just One Thing

by Eco-Expert **Danny Seo**

Do Just One Thing

If you can't change all your lightbulbs to energy-efficient, compact fluorescent bulbs, change the ones where the type of light being used isn't an issue. Replace bulbs in awkward places like basement stairways, laundry rooms or a pantry. Change an overhead fixture in a rarely used room. The super-white, bright light is too harsh for some, so when it doesn't really matter, go fluorescent. Learn more at www.natureworkslc.com.

Do Just One Thing

by Eco-Expert **Danny Seo**

The next time you're feeling under the weather, be sure to disinfect your toothbrush when you're finally rebounding. If you don't, you risk re-infecting yourself simply by brushing your teeth! To disinfect, place a wet toothbrush in the microwave for about a minute on high; it'll radiate the germs away. When in doubt, replace the brush with a new one. (What an opportune time to give a recycled Preserve toothbrush a try!)

Got an eco-tip or question?
E-mail: Danny@dannyseo.com

Do Just One Thing

by Eco-Expert **Danny Seo**

Do you have a whole collection of unwanted CDs or DVDs gathering dust around the house? Recycle a big collection into a functional dumbbell. Buy a 12-inch threaded rod from the hardware store and four nuts that will fit snug on the rod. Attach two nuts on each end of the rod and twist until they are about 3 inches in. Thread 25 CDs on each side of the rod and then secure with another nut. Use the 5-pound dumbbell when doing crunches; it's soft enough to rest on your stomach during a sit-up to add just enough resistance to your workout routine.

Do Just One Thing

by Eco-Expert **Danny Seo**

If your hybrid car is in desperate need of a wash and dry, leave it to the car wash. The automated car washes are the greenest choice, since they operate as efficiently as possible. Many car washes actually recycle water, too. When you wash your car at home with a hose, you are likely to use more water. It's even worse if you use a non-biodegradable soap, because it'll go into the storm drains or groundwater.

Do Just One Thing

by Eco-Expert **Danny Seo**

While it may be tempting to cover the racks of your oven with aluminum foil to keep spills to a minimum, don't. Foil reduces the heat flow and increases the cooking time, which uses more energy and raises your utilities bill.

Learn more at
www.natureworkslc.com.



**Universal Press
Syndicate®**

an Andrews McMeel Universal company
1130 Walnut, Kansas City, MO 64106-2109
816.581.7500

SAMPLES ONLY
NOT FOR RELEASE



Printed on recycled material

© 2009 Danny Seo/Distributed by Universal Press Syndicate

Do Just One Thing by Eco-Expert **Danny Seo**

When it's time to replace the pillows and comforters in your bedroom, think corn. Ingeo is a revolutionary fiber made from spent corn stalks that have been spun into a fiber not dissimilar to down feather. But unlike down, it's hypoallergenic and biodegradable. It's also affordable!

Got an eco-tip or question? E-mail: Danny@dannyseo.com

Do Just One Thing by Eco-Expert **Danny Seo**

Do Just One Thing: Earth Day

In preparation for Earth Day, share a few of the Do Just One Thing tips you've read in this column and type them up in an e-mail to friends and colleagues (and be sure to tell them where you heard them!). Pick your top 10 and send it out with a note reminding others tomorrow is Earth Day and they, too, should try to Do Just One Thing. Learn more at www.natureworkslc.com.

Do Just One Thing by Eco-Expert **Danny Seo**

You know those little terra cotta pots you've been meaning to grow herbs in? Take them out of the closet, scrub them clean, and fill them with Band-Aids, little bars of soap or keep your toothbrush and toothpaste together in one. It's a simple way to keep your medicine cabinet organized. *Got an eco-tip or question? E-mail: Danny@dannyseo.com*

Do Just One Thing by Eco-Expert **Danny Seo**

If you have pets or wear your shoes in the house, you may need to deodorize your carpets. Sprinkle baking soda on the carpet and let it sit overnight. The baking soda will absorb odors as you slumber away. The next day, plug in the vacuum and suck it all up. How easy was that?

Do Just One Thing by Eco-Expert **Danny Seo**

If you have uncovered basement windows in your home, you can do two things to help small creatures like chipmunks and rabbits that get stuck in the well: One, prop up a branch or a plank of wood so they can easily climb out. Then take it a step further and buy a window well cover from the hardware store to make it safe and sound for good. Learn more at www.natureworkslc.com.



**Universal Press
Syndicate®**

an Andrews McMeel Universal company
1130 Walnut, Kansas City, MO 64106-2109
816.581.7500

SAMPLES ONLY
NOT FOR RELEASE



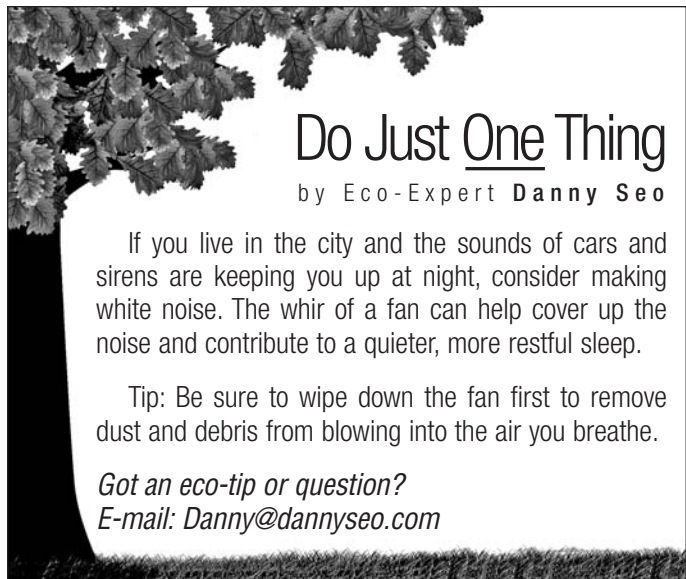
Printed on recycled material

© 2009 Danny Seo/Distributed by Universal Press Syndicate



Do Just One Thing
by Eco-Expert **Danny Seo**

Start a collection of electronic waste in your office today. Collect diskettes, CDs, zip disks, printer cartridges, orphaned cords and cables, and broken small computer accessories (e.g. digital cameras, handheld scanners). Box them up and send them to Green Disk. For a small fee, this company will recycle all the electronic waste in the box. Learn more at www.greendisk.com.



Do Just One Thing
by Eco-Expert **Danny Seo**

If you live in the city and the sounds of cars and sirens are keeping you up at night, consider making white noise. The whir of a fan can help cover up the noise and contribute to a quieter, more restful sleep.

Tip: Be sure to wipe down the fan first to remove dust and debris from blowing into the air you breathe.

*Got an eco-tip or question?
E-mail: Danny@dannyseo.com*



**Universal Press
Syndicate®**

an Andrews McMeel Universal company
1130 Walnut, Kansas City, MO 64106-2109
816.581.7500

SAMPLES ONLY
NOT FOR RELEASE



© 2009 Danny Seo/Distributed by Universal Press Syndicate



Do Just One Thing

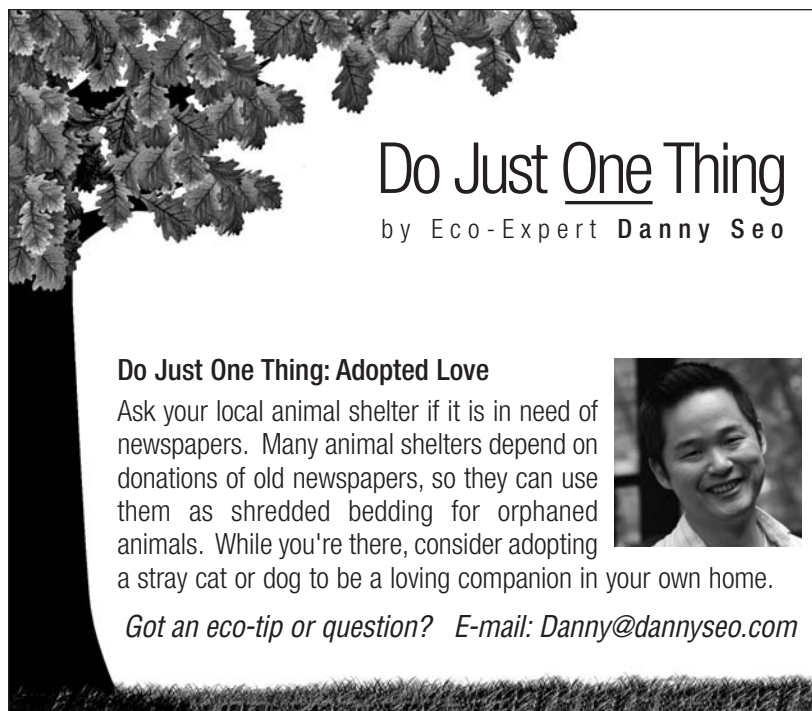
by Eco-Expert **Danny Seo**

Do Just One Thing: Lazy Environmentalist

If your hybrid car is in desperate need of a wash and dry, leave it to the car wash. The automated car washes are the greenest choice since they operate as efficiently as possible; many car washes actually recycle water, too. When you wash your car at home with a hose, you are more likely to use more water; worse, if you use a non-biodegradable soap, it'll go into the drains or groundwater.



Got an eco-tip or question? E-mail: Danny@dannyseo.com




Do Just One Thing

by Eco-Expert **Danny Seo**

Do Just One Thing: Adopted Love

Ask your local animal shelter if it is in need of newspapers. Many animal shelters depend on donations of old newspapers, so they can use them as shredded bedding for orphaned animals. While you're there, consider adopting a stray cat or dog to be a loving companion in your own home.



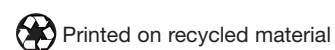
Got an eco-tip or question? E-mail: Danny@dannyseo.com



**Universal Press
Syndicate®**

an Andrews McMeel Universal company
1130 Walnut, Kansas City, MO 64106-2109
816.581.7500

SAMPLES ONLY
NOT FOR RELEASE



© 2009 Danny Seo/Distributed by Universal Press Syndicate



For samples and rates, contact:



Universal Press Syndicate®

an Andrews McMeel Universal company
1130 Walnut Street, Kansas City, MO 64106

800-255-6734

816-581-7300

www.amuniversal.com/ups

For international sales information, contact:



Atlantic Syndication

a division of Universal Press Syndicate

816-581-7340

816-581-7366 (Fax)

sales@atlanticsyndication.com

*This folder is made from 100 percent recycled
materials and is 100 percent recyclable.*