

AWEARNNESS

INSPIRING STORIES ABOUT
HOW TO MAKE A DIFFERENCE

—KENNETH COLE

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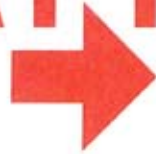
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AND MANY MORE...

→ 100% of the net proceeds from this book
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AVERY HAIRSTON



On Getting Youth Involved

Avery Hairston

High school student Avery Hairston was inspired to think big in order to help the environment. With the help of fellow students, he founded **RelightNY**, a nonprofit program that uses donations from individual and corporate sponsors to supply energy efficient CFL bulbs for residents of low-income housing projects.

→ relightny.com

After I saw Al Gore's slideshow presentation on global warming, I understood the growing climate crisis but was unsure how a kid like me could make a difference. But I kept my eyes open and began to see that you don't need to drive a hybrid car or install solar panels to help the environment. I read about compact fluorescent light bulbs (CFLs) and how their energy efficiency is beneficial to our environment. The bulbs reduce the cost of electric bills, generate less heat, and last ten times as long as regular bulbs, reducing waste. Helping people switch to CFLs was one solution to the problem that I could focus on.

With help from my friends, I created RelightNY. My team and I have been very lucky to get support from many sources. We all wrote letters to families, friends, and corporations where we knew people. When adults hear about our plans, they are all very encouraging. JWT, a major advertising agency, agreed to take us on as a pro bono account. The Natural Resources Defense Council has given us advice on environmental issues and helped us get Open Space Institute to be our fiscal sponsor. We're working with HELP USA and the NYC Housing Authority to distribute bulbs. Big companies like HSBC, Citibank, and others have donated money. Our best resource, however, has been time. It is great to have a team of committed and passionate kids, like myself, to work with.

If I had one piece of advice for anyone else it would be this: find something you are passionate about. It is a lot easier to work on something you care about than something you don't. It is even better when you can work with your friends. Doing community service will be fulfilling no matter how much of it you do, so long as you have fun and care for what you are doing. I am hoping to achieve something greater than just CFL replacement. I want people to know that the small things might not make a difference separately, but together add up.



FACT

America is the biggest part of the global warming problem and the least likely to contribute to the solutions. For example, America is the largest contributor of greenhouse gases (25 percent) but makes up less than 5 percent of the world population. And on the solution side, usage of CFL bulbs in America last year was only up to 6 percent, while other countries have begun using CFL bulbs in much greater numbers (e.g., usage in Japan: 80 percent; Germany: 50 percent).

