



Sterling Planet Goes to Camp with Girl Talk

Director of Sustainability Education speaks to girls at Project Inside Out about being stewards of their environment

Atlanta, GA, July 23, 2009- Sterling Planet, a leading supplier of energy-efficiency products and carbon solutions, joined with Girl Talk this summer to educate and empower middle school and high school girls. Today Sterling Planet sent its Director of Sustainability Education, Delaine Anderson, PhD, to speak with more than 75 girls about sustainable living and energy.

Dr. Anderson met with girls at Project Inside Out, a weeklong day camp at Peachtree Presbyterian in Buckhead (sponsored in part by Sterling Planet). The camp is for middle school girls who are led by female counselors of high school age. After an initial discussion, Anderson passed around Sterling Planet pens (made mostly of cardboard!) and green construction paper and asked the girls to trace their feet onto the paper. Next, she asked them to think about the items that they used that morning that required electricity, such as a flat iron for their hair or taking a hot shower. Each girl wrote down a few things and then figured out how to make their "carbon" footprints smaller.

"The girls knew their stuff. They knew what sustainability meant and what energy vampires were," exclaimed Dr. Anderson. The girls also understood the concepts surrounding renewable energy and fossil fuels. "They were all really interactive and confident."

Girl Talk's mission is to help young teenage girls to develop self-esteem, leadership skills, and community awareness through the mentorship of the older girls. "The high school girls were modeling for the middle school girls, initiating questions... showing the younger girls how to interact... How to be someone who is not afraid to ask questions," says Anderson.

Girl Talk was founded in 2002 by Haley Kilpatrick, Executive Director of Girl Talk, who began the program at age 15 in response to her own middle school experiences. She has been featured on prominent news and talk shows such as the Today Show, Nightline, and CNN's Young People Who Rock, and was also in the top 5 for the MONTEL Show's annual Voices campaign (honoring women who create positive change) in 2006. Since its inception the project has grown by about 30% every year, now serving more than 30,000 young women in 27 states.

"She's an incredible person," says Anderson of Kilpatrick. "She's very real, down to earth and not jaded... It's amazing what this young woman has already accomplished. Also, once she knows your name, she knows you."

Sterling Planet and Girl Talk continue to work together to promote their shared social mission to empower youth to become stewards of their own environments- inside and out.

About Sterling Planet

Winner of the US Department of Energy 2007 Renewable Energy Marketer of the Year award, Sterling Planet is a sustainability pioneer and innovative supplier of renewable energy, energy efficiency and low-carbon solutions.

Sterling Planet offers comprehensive carbon neutral solutions for businesses, universities and organizations of all types, bringing together supply and demand side solutions in a rapidly emerging environmental market. The company currently is developing next-generation solar and bioenergy projects to produce 'green power' and verified carbon offsets and is a U.S. Environmental Protection Agency Climate Leaders partner, committed to net zero greenhouse gas emissions from its business operations.

Since 2001, sales of renewable energy to 928 business clients, 43 colleges and universities, 136 government agencies, 52 utilities and thousands of residential customers have avoided 25 billion pounds of carbon dioxide emissions, which compares to taking 2 million cars off the road for a year.

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