

PRESS RELEASE

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25 Green Gift Ideas for the Holidays

Cost-effective, stylish green gifts are available for nearly everyone on your gift list.

SACRAMENTO, Calif. – Show your family and friends your green side this year by giving them a creative, environmentally friendly gift. Now more than ever, there are hundreds of “green” gift options available for purchase online and at local retail stores. Keep California Beautiful, a non-profit organization aimed at reducing litter and preserving California’s natural resources, assembled a list of 25 green gift ideas that are either made from recycled materials, reuse existing materials or reduce waste overall. The list of products includes gifts for him and her, as well as items for young adults and green versions of traditional gifts like tea sets and toy trucks for small children.

“Every gift we buy will have an environmental impact, but consumers can help mitigate the impact, by choosing gifts made from green materials, such as products made from repurposed and recycled materials,” says Christine Flowers, Executive Director of Keep California Beautiful. “Making small changes in the types of gifts you buy and how you wrap them reduces landfill waste and supports recycling and green manufacturing initiatives.”

By recycling and reusing resources, we reduce the amount of waste that would otherwise go to landfills. Recycling materials also saves energy compared to using virgin materials to create new products. Many plastics are readily recyclable, as is glass, aluminum and cardboard. The products Keep California Beautiful identified this holiday season show that many of these materials can even be recycled without being “downcycled,” or turned into a product of lesser quality. Instead the recycled materials are used to make quality, durable green goods, and what better time than the holidays to spread a little green cheer!

Five Tips for Having a Green Holiday Season

1. Buy Environmentally Friendly Gifts (see attached list of green gift ideas)

There are hundreds of green gift ideas online. These include a wide range of gifts for men, women, teenagers and young children. There are a large number of low to mid-priced gifts as well as several higher-end, high-priced gifts. So whether you’re trying to buy a green appliance or test the waters with a green stocking stuffer, you’ll find numerous creative green gift options.

2. Use Green Gift Wrapping Methods

Reduce gift wrapping waste ahead of time by thinking outside the box – literally. Instead of using bulky boxes and wrapping paper, consider creative solutions such as wrapping a kitchen gift in a festive dish towel; wrapping a new pair of sunglasses in a small scarf; or placing a toy in a cartoon-themed reusable gift bag with a few sheets of reusable tissue paper. After you have opened your gifts, remember to gather up left-over wrapping paper, tissue paper, gift bags, ribbons and bows for your future gift wrap needs. Most of these items can be reused and look as good as new the second and third time around!

3. Recycle Present Manufacturer Packaging

Many of the green toys we've identified are packaged in recycled cardboard which can usually be dropped off at a local recycling center. In addition, you can recycle left-over plastic clamshells, Styrofoam, and most wrapping paper and tissue paper. For details on what and where you can recycle packaging items visit www.earth911.com, or contact your city or county.

4. Reuse or Repurpose Existing Items

We've all heard of "regifting", but you can put your own personal touch on it by giving a family memento as a gift – such as an old photo, piece of jewelry or a cherished heirloom tea set. You might even have a family hope chest, or your child's rocking chair, and this may be the year you pass it down to a grandchild. Parents of young children also find they outgrow toys rather quickly, so consider buying gently used toys for a great price at children's consignment boutiques like Once Upon a Child and Children's Orchard, or events like Just Between Friends.

5. Aim for a Zero Waste Holiday

Consider the ultimate goal of having a Zero Waste holiday which includes buying green gifts, repurposing existing items, wrapping gifts in green zero waste packaging and recycling all manufacturer packaging from your purchases!

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About Keep California Beautiful

Keep California Beautiful, Inc., is an environmental education non-profit 501c (3), whose mission is to work together to ignite individuals, state and local governments, communities, and corporate responsibility through strategic initiatives and volunteer action to preserve and protect California's beautiful natural resources for generations to come. KCB forms public/private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.keepcabeautiful.org