



www.biggreenpurse.com

For immediate release:
April 3, 2007

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Green Initiative Mobilizes Women's "Purse Power" To Protect The Environment

*First Eco Website Designed Specifically for Women Urges
One Million Women to Shift \$1,000 for Initial \$1 Billion Eco Impact*

TAKOMA PARK, Md. – The first website that encourages women to use the power of their purse to protect the environment will launch this Earth Day (April 22, 2007) with a call for women to make a billion-dollar eco-impact in the marketplace. www.biggreenpurse.com is the cornerstone of a national Big Green Purse campaign urging one million women to intentionally shift at least \$1,000 of money they already spend to products and services that offer the greatest environmental benefit.

"Women spend \$.80 of every dollar in the marketplace," said BigGreenPurse.com founder and CEO Diane MacEachern. "We could be the most powerful force for economic and environmental change in the 21st century if we focused our money where it could make the biggest difference."
"It's like putting a bright green ring in the nose of the big black manufacturing bull and pulling the bull in the right direction."

BigGreenPurse.com prompts women to be "one in a million" by using their consumer clout intentionally to pressure manufacturers to be green. The action is needed, MacEachern says, because "despite the growing awareness of global warming and the threats we face from pollution, progress is still alarmingly slow."
"Polluters fight environmental regulations and legislation with the ferocity of a category 5 hurricane," she says. "But for many of them, consumer dollars are their lifeblood. Women have the power to protect the planet if they wise up to how they use their purses."

According to research MacEachern has conducted over the past two years, women have not been as assertive in the marketplace as they could be because they often don't know what green products to buy; they don't have time to research the most eco-friendly options; or they find many green products too expensive.

www.biggreenpurse.com makes it easy for women to shift their spending because it offers:

- **time-saving Live Green and Shop Green Here** "how to" tips for living and shopping green
- a weekly "**Use Your Purse**" eco-friendly shopping suggestion
- ideas for women who want to give their purse a "**green makeover**"

- twice-monthly **Big Green Purse Alerts**
- “**eco cheap**” shopping and living suggestions that make a difference

The audience for www.biggreenpurse.com is expected to include women ranging in age from their late twenties through their sixties and seventies while crossing socio-economic, political and cultural lines. “Old, young, red, blue, women are green,” says MacEachern. “Given women’s increasing economic clout and way the marketplace affects the quality of our environment, women have the power to protect the planet like never before—if only they use their purse.”

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Diane MacEachern is an independent entrepreneur, successful author and businesswoman. She has consulted for the World Bank, the United Nations Development Programme, the U.S. EPA and World Wildlife Fund. A former columnist for *The Washington Post Writers Group* and *Good Housekeeping Magazine*, she is the best-selling author of *Beat High Gas Prices Now!* and *Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth*. For more information on www.biggreenpurse.com or to interview Diane MacEachern, please contact Aman Battish at 570/460-7197 or e-mail info@biggreenpurse.com.

