Dear Bookseller,

This year marks the 50th anniversary of the global celebration of Earth Day, and there is no better way to mark the occasion than with Dr. Seuss’s *The Lorax*! Through this book and others, Dr. Seuss challenges young readers to be knowledgeable, curious, and thoughtful about the world around them. As new generations begin to learn more and more about environmental protection, the Lorax’s message gets even more relevant: “UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.”

This brochure provides suggested activities for an in-store event, as well as ideas for how you can set an example in your community to combat climate change. Sharing *The Lorax* with young children in your community is an excellent and easy way to start a conversation about protecting the environment and caring for their surroundings, while also drawing traffic to your store!

**In this kit you will find:**

- Event Guidelines and Activity Brochure (1)
- Includes 2 Spanish Language Activities
- Reusable Bag for Consumer Giveaway (25)
- Double-Sided Lorax Earth Day Signs in Spanish/English (4)

Your friends,

Dr. Seuss Enterprises and
Random House Children’s Books

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Today’s the day! Hip hip hooray!

Taking care of the environment is a very important job. There’s something for everyone to do—including you! Below you will find tips on how YOU can protect the environment both from a retail standpoint and as an individual.

WALK, BIKE, OR CARPOOL TO WORK
- Park that car! If the weather allows it, explore the outdoors and walk or ride your bike to work. Enjoy the beautiful planet that you are working to protect!
- If you do decide to drive to work, invite a coworker to join you. That way, you’ll limit your carbon monoxide emissions and get to spend some time with a friend!

REDUCE PAPER WASTE AND RECYCLE
- Think before you print! Is there a reason you need a hard copy of a document? Or will an electronic copy be enough?
- When you do need to print—like the reproducible activities included in this kit—make sure it’s double-sided!
- As much as possible, offer your customers email receipts instead of paper ones. Remind them that an email receipt will be easier to keep track of!

TURN OFF THE LIGHTS
- Try to utilize your store’s natural light as much as you can by keeping the blinds open and letting in the sunshine.
- If you notice that there’s no one else in your break room, make sure to turn the light off as you leave.
- Always make sure to turn off the lights when you close your store for the evening.

LIMIT YOUR PERSONAL WASTE
- Bring your own reusable water bottle to work to stay hydrated, rather than grabbing a disposable plastic bottle.
- Glass is an easier substance to recycle, so when bringing your lunch to work, always pack it in a glass container or jar rather than plastic!

ENCOURAGE YOUR CUSTOMERS TO JOIN YOU
- In this kit, we have provided some signs to hang up around your store. Make sure they are placed somewhere your customers will see.
- Use the coloring and activity ideas in this brochure to encourage the children coming into your store to think about ways they can help protect the environment.
  Important note: these activities require you to make copies for participation, but only make as many as needed, and make sure they are double-sided!
- Hand out the reusable bags included in this kit.
  Encourage your customers to take these home and use them when doing their shopping instead of plastic or paper bags.
  For more ideas on how to protect the environment, visit Seussville.com!
You can protect our environment by recycling materials, reusing supplies, and reducing use of resources. Use the examples in the box below to start the conversation with your group about what you can all do to help. Then write down other ways to go green in the appropriate columns!

**SPEAK FOR THE TREES!**

<table>
<thead>
<tr>
<th>REDUCE</th>
<th>REUSE</th>
<th>RECYCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>— Turn off the water while you’re brushing your teeth</td>
<td>— Donate old toys to those in need</td>
<td>— Collect Cans for recycling</td>
</tr>
</tbody>
</table>

**I CAN...**

**REMEMBER**—“UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not!”

To help my environment, I pledge to . . .

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For more ideas on how to protect the environment, visit [Seussville.com](http://Seussville.com)!
PROTECT OUR PLANET!

The Lorax encourages us to work hard to care for our planet so that we can enjoy it for a long, long time! What is your favorite place on Earth that you want to protect? Draw it below, and write a description of that place and why you want to protect it.

My favorite place is ____________________________________________________________.

I want to protect it because  ____________________________________________________________

______________________________________________________________________.

For more ideas on how to protect the environment, visit Seussville.com!
BREAK THE LORAX’S CODE!
Crack the secret message from the Lorax to you! Use the special code below to help solve the message. What is the Lorax’s message for everyone?

Unless somebody look you cars, nothing will get better.

Unless someone look you cars, nothing will get better.

Code:
E=■ O=□ I=●
Tú puedes proteger nuestro medio ambiente reciclando materiales, reusando provisiones y reduciendo el uso de los recursos. Usa los ejemplos de los cuadros de abajo para iniciar la conversación con tu grupo sobre lo que todos podemos hacer para prestar ayuda. ¡Luego escribe otras formas de ser ecológico en las columnas apropiadas!

### CÓMO YO PUEDO...

<table>
<thead>
<tr>
<th>REDUCIR</th>
<th>REUSAR</th>
<th>RECICLAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>—Cerrar el grifo mientras te cepillas los dientes</td>
<td>—Donar juguetes viejos a los necesitados</td>
<td>—Coleccionar latas para reciclar</td>
</tr>
</tbody>
</table>

**RECUERDA:** A MENOS que alguien como tú se preocupe, nada va a mejorar. Nada.

Para ayudar a mi medio ambiente, prometo . . .

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Para más ideas sobre cómo proteger el medio ambiente, ¡visita Seussville.com!
¡PROTEGE NUESTRO PLANETA!

El Lórax nos anima a que trabajemos duro para cuidar nuestro planeta, ¡y así podamos disfrutarlo por mucho tiempo! ¿Cuál es tu lugar favorito en la Tierra que quieres proteger? Dibújalo abajo, describe ese lugar y di por qué lo quieres proteger.

Mi lugar favorito es ____________________________________________________________.

Quiero protegerlo porque ___________________________________________________________________

__________________________________________________________________________________

Para más ideas sobre cómo proteger el medio ambiente, ¡visita Seussville.com!
TRASH Goes Here
RECYCLING Goes Here
TURN OFF the Lights
TURN OFF the Faucet