

## **Retailing Tips: Get the Most Out of Earth Day**

### **Try Out New Products and Eco-Friendly Activities**

By [Julie L. Jones](#)

[April 2008](#)

Given the barrage of environmentally friendly product hitting the market, now is the perfect time to capitalize on “green” by celebrating Earth Day not only on April 22, but all month long. Aside from sporting earth tones and attaching seed packets to your business cards, what can you do? Read *TDmonthly Magazine*’s 12 tips below:

- 1. Notify Press Early.**
- 2. Create a Special Section.**
- 3. Involve the Community.**
- 4. Try a New Earth-Friendly Line.**
- 5. Blog About It.**
- 6. Become a Donation Post.**
- 7. Help Customers Shop.**
- 8. Recruit an Expert.**
- 9. Partner With Manufacturers.**
- 10. Reinvent Your Window Display.**
- 11. Teach a New Game.** Children attending Earth Day festivals in major cities will learn to play [Matter Group](#)’s [Xeko](#) adventure game. What can you teach in your store?
- 12. Read About the Earth.**