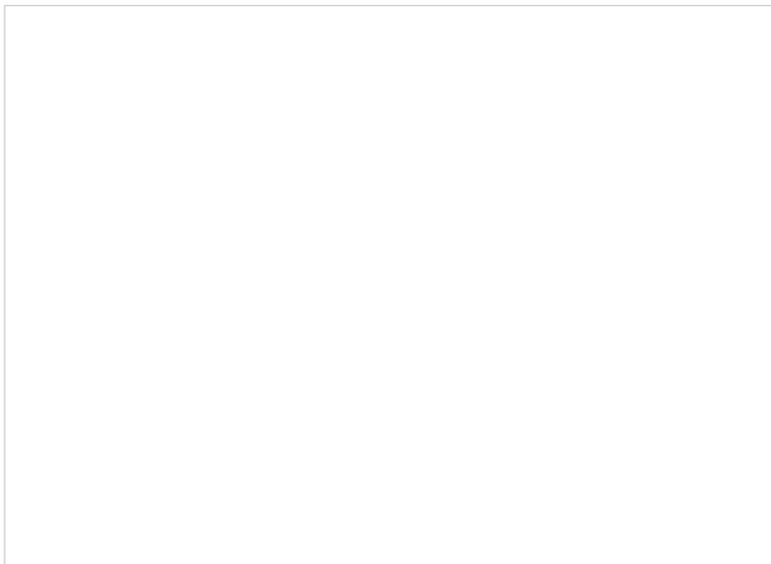


Celeb Moms Jolie, Garner and Spelling Go Green for Mother's Day

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By Janine Theriault, staff writer

LOS ANGELES ([RPRN](#)) 5/08/09 - In keeping with spring's promise of renewal, a broader sense of the nurturing of motherhood, and building on the momentum of Earth Day, many celebrity moms are continuing to go green for this Mothers Day.

Moms such as Angelina Jolie, Amy Poehler, Gwen Stefani, Jennifer Garner, Ashlee Simpson, Jamie-Lynn Spears, Jessica Alba, Lisa Marie Presley, Nicole Richie, Rebecca Romijn, and Tori Spelling will be celebrating their Mother's Day this year with a basket full of green goodies from myEARTH360.com - a small, mom-run, on-line purveyor of all that is desirable and sustainable.

“Our children deserve to enjoy the planet's beauty and bounty as we have.”, Lynn Hasselberger, *mom and founder of myEARTH360.com*

The [Mother's Day Gift Bag](#), the most recent of myEARTH360.com's green pre-packaged gift assortments, is the latest in environmentally-friendly sampling from the web-based shop, founded by concerned mom-turned-enviro-activist, Lynn Hasselberger.

For this latest gift collection, Hasselberger has pulled together a very enviable assortment of myEARTH360's covetable products, which she describes as running the gamut from “eco-practical to eco-chic”. Lucky moms receiving the bags will find everything from the signature [I Count for myEARTH SIGG water bottles](#) (lined, non-leaching light-weight aluminum), to 100% organic [Rain Tees](#) (with every purchase, a tree is donated to a child in the Rain Forest for plantation).

Other than the intention of treating environmentally concerned moms to a nice bunch of guilt-free goodies, the Mother's Day gift bag - and in fact, all of the eco-shop's wares – have a much broader intention.

Hasselberger's ultimate aim in founding myEARTH360.com was to help whole households transition to a more sustainable lifestyle –by using a family-oriented, children very much included approach to raising environment awareness. In fact, the initial impetus for the venture came through the desire to create a more sustainable culture for her son.

“I'm hoping to inspire eco-living, so they can pass this along to their children as I have to my son,” Hasselberger explains. **“If our children can understand the importance of taking care of the earth - and how that can impact their future - a difference will be made,”** she continues.

So, what is ostensibly a Mother's Day gift is also very much a mother's gift to her children; the understanding that they, too, can be a nurturing and protective force for other creatures, just like mom is for them.

As eco-education is a fundamental part of the myEARTH360 initiative, a portion of all sales through the site are donated to the [National Environmental Education Foundation](#) and participating Shop & Share schools.

As an added feel-good incentive, and in keeping with Hasselberger's donation policy, each of the celebrity recipients of this Mother's Day Gift Bag are assigned a donation code - which will donate 10 percent of their total purchase to the celeb's favorite charity. In the case of a charity not being specified, the donation will go to [Kids Saving the Rainforests](#), a non-profit organization founded by two young schoolgirls (with some help from a mom) in 1999.

And so, moms – maybe this Mother's Day you really can have it all; you can nurture your need to be pampered, your baby's need for a non-toxic childhood, and your planet's need for more people who care enough to do both.

(Photo by Photo Agency)

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