



## **“Grinning Planet” Gives Environmentalists and Everyone Else Something To Smile About**

FOR IMMEDIATE RELEASE

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Since October 2003, “Grinning Planet” has been spinning on its axis to bring a lighthearted tilt to environmental awareness. The Grinning Planet site tries to take advantage of people’s chronic funny-bone-itis to develop a cure for their apathy regarding environmental issues. It’s a lot more fun to have a laugh or two than to contemplate the state of the planet, but the Grinning Planet team doesn’t see any reason why people can’t do both.

Here’s a sample bit o’ funny stuff from the site:



Grinning Planet uses free jokes/cartoons as a way to draw people into the discussion about environmental issues. The jokes themselves are seldom environmental or political in nature but rather serve as a lead-in to informative environmental articles. The eco-articles also contain sprinklings of humor to keep them from being too dry. Here are a few sample article titles:

- [ONLY A HEAVY SWEATER DOESN'T NEED A HEAVY SWEATER IN WINTER](#)  
(how to save energy in the wintertime)
- [ANNIE GET YOUR GENE GUN](#)  
(problems with genetically modified crops)
- [A ROYAL FLUSH BEATS FIVE NUMBER 2'S](#)  
(not putting trash in the toilet)

Mark Jeantheau, Grinning Planet's founder, reports that some people read just the jokes, some people read just the articles, but plenty of people enjoy both. "We want people to be informed about environmental issues but we also wanted the site to be entertaining. When we conceived of Grinning Planet, we realized that there were plenty of great green sites out there already with loads of environmental information. There wasn't much need to do 'just another environmental site,' so we're using large doses of humor as a way to attract people who aren't yet thinking green."

There is a notable trend in the environmental community towards using humor and entertainment to deliver the eco-message. The recent success of GRACE's "The Meatrix" parody is a prime example. Many other green sites are using games and animations to make environmental issues seem a little less stiff. The humorous approach appeals to the general public and established green thinkers alike, but it especially appeals to the younger generation—from which the environmental movement's future leaders must come.

Grinning Planet has been enthusiastically received by the public, receiving awards from groups like "Naturally Home," "Golden Web" and "Family Friendly Site." It's been featured on ENN Radio, in the Internet TOURBUS, on WisdomRadio, and as "The Site of the Day."

Grinning Planet is on the leading edge of the green-meets-funny trend. To round out their site, they've added an extensive environmental resources section and have even included a few free internet radio stations that play a variety of music styles. With Grinning Planet, getting green has gotten a little more fun.

HTML: <http://www.grinningplanet.com>

PDF: [http://www.grinningplanet.com/5001/gp\\_pressrelease.pdf](http://www.grinningplanet.com/5001/gp_pressrelease.pdf)

LOGO: <http://www.grinningplanet.com/5001/buttons.htm>

CONTACT:

Mark Jeantheau

(301) 540-4606

[contact@grinningplanet.com](mailto:contact@grinningplanet.com)

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