



## CARTOONIST WITH GREEN CARTOON SIDE-KICK “JURDY” LAUNCHES “GET GRINNING GET GREENING” ENVIRONMENTAL PROGRAM AT SCHOOLS FOR EARTH DAY

Ocean City, Maryland/April 2010/ Cartoonist Jenifer Jurden with her award-winning green character Jurdy, launched the first of many of her **“get grinning. get greening”** programs about how students, no matter their age, can help protect our environment. An innovative and comical spokes-being who motivates and educates, Jurdy speaks to a wide audience for the Green effort by engaging us all to live a more eco-friendly life. With no identifiable age, race, culture or gender, Jurdy is universal in appeal, and as a fun-loving and contagious cartoon character, Jurdy has won the hearts of kids of all ages and backgrounds.

And what better place to kick off **“get grinning. get greening.”** than at Ocean City Elementary School (OCES), also well-known for its color—Blue, that is, as in 2001’s National and Maryland Blue Ribbon School Award winner. Headed up by the Maryland Distinguished Principal, Irene Kordick has blazed quite a successful trail with the saying she wrote which was adopted by the school as both their mission statement and school motto: “I can be anything, I can learn anything, if I believe in myself and work hard.” OCES holds high expectations for its students, faculty and administration alike, providing a smart and safe environment which promotes excellence in every classroom, hallway and office.

Together, Jurdy and the Fourth Grade students of OCES make a great team in making a Green team. The program started with a video introduction to Jurdy by Jurden herself, followed by visits to the six 4<sup>th</sup> grade classrooms where Jurden engaged the children with humorous cartoons and images alongside educational handouts and discussions. From *Jurdy Green Glibs* (fill-in-the-blank teasers) to *Find the Jurdy Footprints* and *What Shade of Jurdy Green Are You?*, stickers, contests and video, Jurden provided a fun-filled, educational and motivational day to get this next generation off on a good green foot. And now students from all schools can play, laugh and learn with Jurdy at the newly launched [www.jurdytoons.com](http://www.jurdytoons.com).

With humor and compassion, Jurdy brings a unique and psychologically intuitive vehicle to engage students on a personal level by communicating environmental goals in an empathetic and comical manner. Jurdy teaches children that they too have the power not only to champion the environment, but themselves as well. In that vein, Jurdy has also launched the **“get grinning. get growing”** program, which brings the same engagement, education and motivation to encouraging healthy self-esteem in children of all backgrounds & ages. In addition to schools, Jurdy has been catapulted into the green spotlight, providing cartoons about anything and everything green—from solar to carbons, from recycling to climate change. In print and on the web, Jurdy appears in a variety of magazines and websites, and has become the Green spokes-being for formidable green groups, corporations and summits throughout the world.

For more information, visit [www.jurdy.com](http://www.jurdy.com), or email Jenifer Jurden at [Jurdy@Jurdy.com](mailto:Jurdy@Jurdy.com).