



Dear Parents,

We are excited to announce our launch of a school environmental program that will teach our children earth-friendly behaviors and create a culture of conservation at El Rodeo for years to come. We call it our ERisgreenerER program. Together with the El Rodeo PTA, members of the school community have collaborated about how to supplement our children's ecological education as aligned with grade level and state learning standards. Through practical activities that focus on recycling, reducing, and reusing products, students are encouraged to adopt environmentally responsible behaviors at El Rodeo and in the community at large.

El Rodeo is the first Beverly Hills school to introduce an environmental program of this nature and it joins a growing number of schools and communities worldwide in a combined effort to work towards a healthier world for all citizens. As our ERisgreenerER program takes shape, we look forward to sharing our learning with you via the El Rodeo website where you will find new links to our ERisgreenerER Webletter and other information. On Wednesday, November 12, students will attend an assembly (9:40 for 6-8 grades and 10:30 for 1-5 grades) to officially kick off our school-wide campaign. Parents are welcome to attend this very exciting event.

As partners, we ask that all El Rodeo parents model at home and in the community for their children, behaviors that support a commitment to maintaining a healthy earth environment. On Sunday, November 16, new ERisgreenerER products such as lunchbags, totebags, waterbottles and t-shirts will be available for purchase and for use through out the school year. These items have been specifically selected to introduce children to the simple ways that each of them can make a difference in the world in which they live.

Thank you to the members of the El Rodeo PTA and ERisgreenerER committee for their work and commitment to this important educational cause. Together, we invite you to share your suggestions and time as a volunteer in this exciting program. For more information, please check the El Rodeo website and/or email Julie Beenhouwer at julitabuli@gmail.com.

Sincerely,

Pat Escalante
Principal, El Rodeo School