



**Embargoed for Release:**  
November 19, 2009

**Contact:**  
Taryn Martinez (212) 979-3185 / [tmartinez@audubon.org](mailto:tmartinez@audubon.org)  
Yvette Little (941) 981-9253 / [Yvette@SimplyGreen.biz](mailto:Yvette@SimplyGreen.biz)

## **Ellenton Woman Singled Out for Environmental Leadership *Honoree Receives Audubon/Toyota TogetherGreen Fellowship***

New York, NY, November 19, 2009-An Ellenton, Florida woman is the recipient of a national fellowship designed to advance the work of individuals with outstanding leadership potential to help shape a brighter environmental future.

Yvette Little is one of 40 individuals nationwide selected as a 2009 *TogetherGreen* Fellow. The *TogetherGreen* Fellowship offers specialized training in conservation planning and execution, the chance to work and share best practices with gifted conservation professionals, and assistance with project outreach and evaluation. Each Fellow receives \$10,000 towards a community-focused project to engage local residents in conserving land, water and energy, and contributing to greater environmental health.

For her fellowship, Little will expand the Pooches for the Planet program, a pet waste education campaign managed by the Tampa Bay Estuary Program. The goal of the project is to promote the proper disposal of pet waste to prevent harmful fecal coliform bacteria and excess nutrients from washing into Tampa Bay. Keeping pet waste out of the water will improve both watershed health and residents' quality of life. Little will work with local partners to develop shelter adoption kits around this issue, as well as gain sponsorship and media attention for the initiative.

Little is currently the co-owner for Simply Green Solutions, LLC. She works to build the capacity of local environmental groups to achieve their missions in cost-effective, strategic ways. Little promotes greener practices and offers easy to use methods that help corporations, government agencies, non-profits, and community leaders "lean towards green."

"Yvette is the kind of person who can make a real difference in the health of our environment and the quality of our future," said Audubon President John Flicker. "Each of our *TogetherGreen* Fellows demonstrates exceptional environmental understanding and commitment, combined with tremendous potential to inspire and lead others. Together, they represent the talented and diverse leadership the environmental community will need to tackle the huge challenges and opportunities confronting us now and in the years to come."

"This project expands the education for protecting our water quality and reducing stormwater runoff 'poo-lution' – encouraging positive behaviors where we can easily make a difference. *TogetherGreen* is helping to expand the outreach in our community exponentially," said Little.

Little has been affiliated with Simply Green Solutions, LLC since 2008. Half of the *TogetherGreen* Fellows come from within Audubon's far-reaching national network; half channel their environmental efforts through other organizations.

Little received her Bachelors degree in business administration from the University of South Florida. A dedicated conservationist, Little serves on several community committees and has previously worked for Keep Manatee Beautiful and won TogetherGreen's Community Passport volunteerism contest with over 300 volunteer hours donated.

A distinguished advisory committee - composed of conservation professionals and experts in environmental education, communications, outreach, and conservation planning-selected the fellowship beneficiaries from a competitive pool of scores of highly qualified individuals. Qualified applicants must have at least six years of experience in conservation, environmental education, policy, or environmental issues, as demonstrated through current and past work experience, academic studies related to conservation, and/or volunteer work. Candidates must have a passion for conservation, the desire to learn and grow, and demonstrate a proven ability in reaching previously unengaged audiences.

"We must engage the best and brightest leaders representing the broadest and most diverse communities in this country to solve our ever more complex conservation challenges," said Diane Wood, President, National Environmental Education Foundation. "TogetherGreen is a creative program that uncovers such leaders, nurtures their talents, supports their dedication to conservation and holds them up to inspire others to follow."

A complete list of the 2009 *TogetherGreen* Fellows can be found at [www.TogetherGreen.org/fellows](http://www.TogetherGreen.org/fellows).

###

#### **About *TogetherGreen***

Audubon and Toyota launched the five-year *TogetherGreen* initiative in 2008 to build the promise of a greener, healthier future through innovation, leadership and volunteerism. To date, 80 environmental leaders-half from within Audubon and half from outside organizations-have received *TogetherGreen* Fellowships to protect land, water, and energy resources nationwide. For more information, visit [www.togethergreen.org](http://www.togethergreen.org).

#### **About Audubon**

Now in its second century, Audubon connects people with birds, nature and the environment that supports us all. Our national network of community-based nature centers, chapters, scientific, education, and advocacy programs engages millions of people from all walks of life in conservation action to protect and restore the natural world. Visit Audubon online at [www.audubon.org](http://www.audubon.org).

#### **About Toyota**

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$464 million to philanthropic programs in the U.S. For more information on Toyota's commitment to improving communities nationwide, visit [www.toyota.com/community](http://www.toyota.com/community).