



Jeanine Behr Getz, author and founder of Kids Think Big LLC was born in Brooklyn, New York. Jeanine started putting pencil to paper early on in second grade, expressing her imaginative ideas through creative writings. She has always found writing to be a treasured outlet. Jeanine attended The Peddie School, Hightstown, New Jersey and Wheaton College, Norton, Massachusetts.

Jeanine became involved with conservation, preservation and children's health via National Audubon's Women in Conservation, Garden Club of America, and Mt. Sinai's CEHC. She was encouraged to reflect on her life style and its impact and was inspired by the passion her mentors and others shared for making differences that were extremely important for the health of our children and our earth.

Following traditional publishing procedures, Jeanine first introduced the book, Think Green! and the idea to print "green" in 2007 to big publishers and literary agents but was met with rejection. She knew though from her elementary school aged focus groups when they kept asking her to reread Think Green!, began thinking green on their own and putting its ideas into actions, that Think Green! would make a difference and that 'kids can think big and act green at any age'. With this in mind and with the encouragement of family, friends and mentors Jeanine formed Kids Think Big LLC with a mission to entertain, educate and empower children of every age, via eco-friendly print and electronic media.

Jeanine researched start up businesses, self publishing, green publishing, illustrators, ink types, eco-friendly paper, and USA printers. She developed a business plan, set budgets, sourced the components of book making, set timelines, production and delivery schedules, developed marketing plans and distribution vehicles and set off to publish Think Green!

Think Green! is Jeanine's first published book, it has received several awards, fantastic reviews, has appeared on Channel 12 News and has sold over 8,300 books in the USA and abroad. Think Green! was translated into Korean and is scheduled to be rolled out into every kindergarten class in South Korea. Jeanine travels across the country and abroad sharing the gift of reading and the message of Think Green! through her author visit program and has read with thousands of children.

Think Green! is the first children's book to feature its own eco-audit. An eco-audit shows the environmental benefits - savings in trees, water, energy, solid waste, and greenhouse gases - of using post-consumer recycled paper instead of virgin paper. Kids Think Big LLC chose to demonstrate to children (and adults) it's leadership in green publishing and convey the tangible difference each of us can make in their everyday decisions.

Think Green! is available in local nature and specialty stores and online at [Kids Think Big](#), [Amazon](#) and [Barnes and Noble](#).

Jeanine is committed to environmental advocacy locally, nationally and abroad. She works with other organizations, including Women in Conservation National Audubon Society, Mt. Sinai Children's Environmental Health Center, Plastic Pollution Coalition to raise awareness and policy reform to improve the health of our children and the natural habitats that teach, inspire and sustain us all.

She lives in Connecticut with her husband, daughter and pug, Lou. She is currently working on her next book.

**Important to know about Think Green!**

- Printed in the USA
- Printed on post consumer/recycled paper
- Printed on chlorine free paper
- Printed using soy based inks
- A portion of the proceeds are donated to schools and eco-friendly causes

**Important to know about Kids Think Big, LLC**

- Member of Green America
- Resources on web site share valuable information
- Committed to bringing big ideas to young children via eco-friendly print and electronic media
- Always interested in learning from others, sharing ideas to better educate and advocate awareness and healthy change