

Casting call for the ECO Chic
contributed by Kat Haber

Celebrities attract resources and attention like bees to an un-pollinated blossom. From driving green to raising awareness for charismatic species to water conservation to producing eco shows, these celebs are conserving and communicating calls to action.

If driving Priuses is any sign of wilderness conservationists waiting to be invited to Nature Needs Half, then consider **Ryan Gosling** (28) who drives a black one. America Ferrera, 24, drives a 2007 Toyota Prius, which she won in an auction, buying it for \$35,000 - \$10,000 over its market value. **Paris Hilton**, (28) drives a 2008 GMC Yukon **Hybrid**. "The little things that people can do everyday to make a huge difference," explaining to Newsday, how she changed all the light bulbs of her vehicle over to energy efficient light bulbs instead. *High School Musical* and *Hairspray* star **Zac Efron** arrived at the Teen Choice Awards in an eco-limo. **Mary-Kate** is part of the Environmental Media Association, which invented the "green carpet, "celebs taking hybrid and electric cars to award shows and parties! None of these has been reported to have torched their hummers.

Charitable streaks are revealed and could be guided to conservation. *Hairspray's* **Amanda Bynes**, (21) incorporates volunteering into everyday life by raising money for causes, rebuilding parks, and doing anything else she can to help. "If you start [volunteering] young, you'll always have a love for it," she said in an interview.

Hilary Duff is an ambassador for Return to Freedom, a sanctuary for wild horses. "When I first heard about how civilization is closing in on these wild mustangs," she said, "I knew I wanted to get involved." Natalie Portman made the documentary *Saving a Species: Gorillas on the Brink*, with animal expert Jack Hanna, about preserving the habitats of African mountain gorillas.

Philippe and Alexandra are the glamorous brother-sister grandkids of Jaques Cousteau. Alexandra's Blue Legacy International (water-quality issues), Phillippe's EarthEcho International (educating youth) - and cable documentaries. **Hayden Panettierre** tearful breakdown in Japan's waters after a failed dolphin-saving mission. indicates a large heart for the swimmers. **Jay-Z** is the founder of the UN's Water for Life, an organization devoted to giving people worldwide access to clean drinking H2O. And his wife, **Beyoncé**, does work for Second Harvest, a food-bank network.

Josh Hartnett is active in Global Cool, a charity that's trying to get 1 billion people to reduce their carbon footprints over the next 10 years. *Entourage* actor Adrian has a show, *Alter Eco*, on the channel Planet Green. The team of eco-experts makes easy the little changes for a much greener life. He also hosts the Charity: Water Ball, raising money to bring safe drinking water to people in developing countries.

Actor **Leonardo DiCaprio** coproduced, wrote, and narrated *11th Hour* — an eco-documentary about the human impact on the environment. He also produced *Eco-Town*, a 13-part reality series documenting the green rebuilding of a Kansas town that was torn apart by a tornado.

Actor **Brad Pitt** donated \$5 million of his own money — to Make It Right (makeitrightnola.org), an adopt-a-green-home campaign that will help restore the still storm-ravaged New Orleans. These eco-friendly and disaster-proof, homes will even float! What might he do if these plans were adapted for enviro refugees near wilderness regions as oceans rise?

Who are the celebs in your corner of the world who would love to make a global difference for WILD? Nature Needs Half and needs greater awareness. Who are the shakers and movers where you live to become “ecoconservacious?” Whether it is to build their eco cred or simply and passionately to take care of the part of nature that calls to them, invite them in the game of Nature Needs Half. Their eco press will surely help their careers and your efforts.