

# YOU CAN BE A HERO TOO!

MAKE  
EVERY DAY  
EARTH DAY!


Fisher-Price

**PLANET  
HEROES**

[www.fisher-price.com](http://www.fisher-price.com)

# HELP SAVE THE EARTH!

THE EVIL FORCES OF DESTRUCTION ARE HEADED STRAIGHT FOR THE PLANET HEROES TEAM...




HEY DIGGER, DO YOU BRUSH YOUR TEETH AND WASH YOUR HANDS EVERY DAY?

AYE-OF COURSE!



WE TAKE CARE OF OURSELVES. SHOULDN'T WE DO THE SAME FOR OUR PLANET?

AYE! BECAUSE POLLUTION MAKES PLANTS, ANIMALS & WATER VERRRRY SICK.



IT'S CAUSED BY SO MANY THINGS, LIKE CARS, FACTORIES AND PEOPLE!

GREAT GALAXIES, ACE, WE SHOULD HELP!

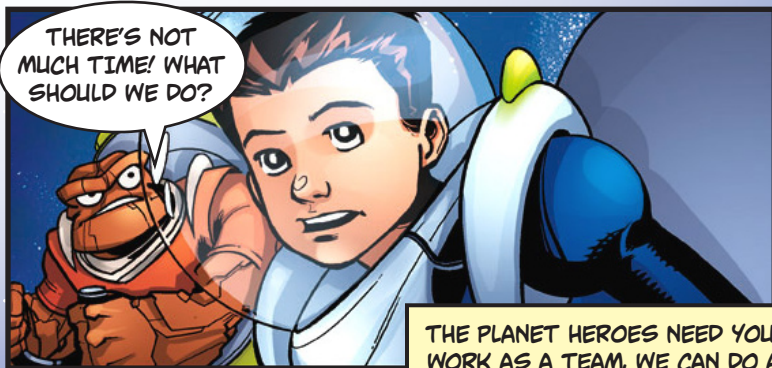
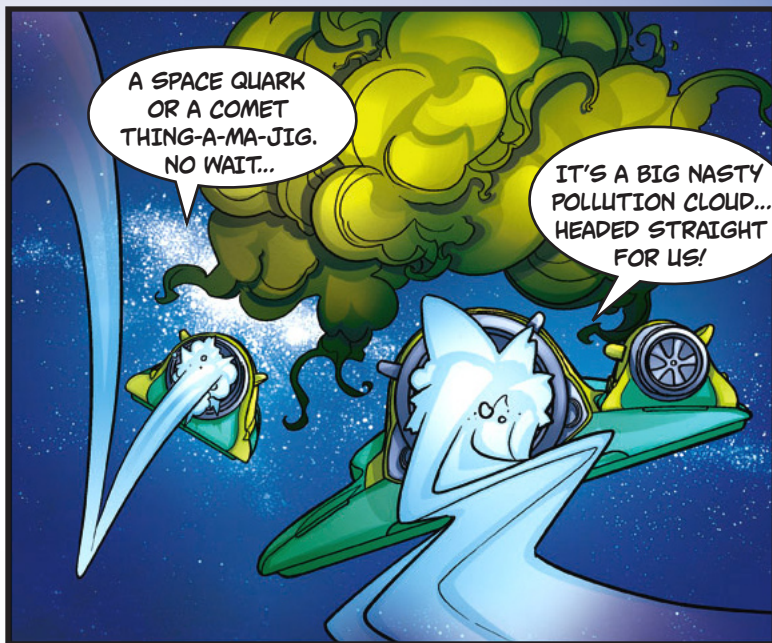


WHEEL!

EW ... WHAT'S THAT AHEAD?

WHOOSH!





## Look what you can do!

There are lots of ways  
you can do a good  
deed for our Earth.

- ☐ **Save energy!** Turn off the lights when you leave the room
- ☐ **Care for the environment!** Don't be a litterbug
- ☐ **Save trees!** Use both sides of the paper when you color or draw
- ☐ **Conserve water!** Turn off the faucet while you brush your teeth

# I spy something wrong!

Uh-oh! Can you circle the things that are wasteful?



## Hints:

1. Recycle cans instead of putting them in the trash.
2. Turn lights off when a room is empty.
3. Running water is wasteful.
4. Open and close the fridge quickly to save energy.

# Match-making

Our planet needs a cometary cleaning! Draw a line from each object to the bin it should go in.



**More ways  
to make  
every day  
greener!**

- ☐ Plant a tree in your backyard or at a local park
- ☐ Make a birdhouse out of an old milk jug
- ☐ Grow your own vegetable garden

LET'S GET  
GREEN!



## MEANWHILE, AT A TOY COMPANY ON EARTH

FISHER-PRICE PLANET HEROES ARE CREATED BY REAL HUMAN BEINGS, WHO ALSO WORK AS A TEAM. MEET JUST A FEW OF THEM ...

### TYLER BERKHEISER

"I head up product design for Planet Heroes and other toys. I love being part of a team, where we share ideas and help one another do bigger and better things. Making toys is just so cool!"

#### "Help our planet" tip:

"As a father of three, I try to teach my kids that even little things can make a difference for our planet's future. At home we switched to low-energy light bulbs and use natural cleaners. Not a big deal, but everything adds up!"



This book was printed on **recycled paper**, manufactured and printed using **wind-generated energy**. That helped us save:



11.59 trees



545 lbs. solid waste



33.47 lbs.  
waterborne waste



8,209,215 BTUs energy



4,923 gallons  
wastewater flow



**Recycled**

Supporting responsible use  
of forest resources

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## CAROL NAGODE

"As Manager of the Fisher-Price Play Lab, I work with families every day. It's great to see what kids come up with—like turning a pretend steering wheel to head off into space. Watching them play helps us create toys they'll really enjoy—such as Planet Heroes."

### "Help our planet" tip:

"We encourage children to wash their hands, but not to waste water or paper towels. They count '1, 2' while pressing the towel lever—and that's just enough."



IS PLUTO A PLANET  
HERO? OUR TOY-TESTING  
KIDS SAID YES,  
PLEASE!

HMM ... NEED  
A REALLY COOL  
PACKAGE FOR  
PLANET HEROES!



## BRIAN RICE

"It's exciting to figure out new ways of packaging a toy so it will be protected, stand out on a store shelf, and let people see how it works."

### "Help our planet" tip:

"Having kids has made me more aware of how important it is to preserve things for future generations. I take my little girls on hikes so they appreciate the beauty of nature, and we recycle everything we can."