

FOR IMMEDIATE RELEASE
#StandUpToStraws

The Helping Ninjas™
Lindsey Fella-Berry, CEO
Leo Berry, Creator/Founder
Siddarth Chavali, A Head Ninja

1. WHAT Q: WHAT IS THE HELPING NINJAS?

Still Picture 1 (HN Website Main Photo)



Still Picture 2 (Grant Awards (Ninja Win Grant on Bricks))



Still Picture 3 (Instagram Still Shot of Ninjas Leaders)



The Helping Ninjas
April 19 · 🌐

The Helping Ninjas volunteered at MidWest Food Bank! This organization distributes over \$9.5 million in food each month, and sadly, children make up nearly half of their clients. Helping Ninja kids helped by repackaging over 1000 bags of chips into 200 crates that will be delivered to help others in need! Thank you Midwest Food Bank - Indiana Division - YOU are true Helping Ninjas! Learn more about their efforts, visit www.midwestfoodbank.org. To learn how you or your child can join the Helping Ninjas and start helping others too, visit www.helpingninjas.com

Helping Ninjas Inc. is a student led not-for-profit. When kids are willing and can successfully interact and socialize with peers for a cause- there really is reason to celebrate! A movement to inspire others to educate our youth how to help the planet, themselves and each other.

2. HOW Q: HOW DID HELPING NINJAS START?

Helping Ninjas was founded by Leo Berry out of his love for insects and animals. It sparked Creator/Founder Leo Berry's passion for science and desire to help. Learning about endangered species, inspired an ambition to encourage others to help, and to share it. One of the people he shared it with was, Sid Chavali, whom is one of our head ninjas, and a Helping Ninja Student Blog writer.

Q: WHY DID YOU START THE HELPING NINJAS, LEO?

When Leo found out about endangered species it made him sad. I wanted to help. And, I wanted to teach other people how to help too.

Q: WHY DID YOU JOIN THE HELPING NINJAS, SID?

If I can create awareness, I will get thousands of kids to help just like me. We live in a beautiful world we call home, and we need to protect it. When I help it makes me feel as if I am soaring like Superman, saving the world. I want other kids to know this feeling too.

Q WHAT IS THE HELPING NINJAS MISSION?

Mission Media, Video, 50 seconds Learn.Help.Share Letters 25 sec



Learn.Help.Share.

(Video at LearnHelpShare.com)

Our mission is to create opportunities for children to learn how to help the world and our vision, Learn. Help. Share., is to create awareness on important issues and then educate youth to learn how to help, and then sharing that with others. You can do this by taking a picture or a video, writing something & sharing it! This way others can be

inspired & learn how to help too! *Learn.Help.Share.* is learning about something & how to help, *helping* and then *sharing* what you learned with each other and on social media

Q: WHAT IS STANDUPTOSTRAWS?

Still Picture (#StandUpToStraws)

JUNE 7, 2018 BY HELPFULBLOGGERS
Stand Up To Straws Initiative



Photo from EDUCONSERVATIVE.COM

Have you ever enjoyed sipping out of a sweet can of soda with a plastic straw? Or have you drunk out of a delicious milkshake with a plastic straw? Well, you are not the only one, and you probably might not know how much trouble you are causing the environment each day just by using a plastic straw. **Straws are one of the top 10 items found at beaches.**



You see, every day people dispose about 500,000,000 plastic straws. These plastic straws are dumped into the ocean, where fish eat these straws and die. Sometimes, plankton get stuck inside straws and fish eat them trying to eat the plankton. People dispose so many plastic straws a day, we dispose enough plastic straws a day to wrap around the earth 2.5 times a day! That's enough plastic straws to wrap around the world 2.5 times a year! According to [WORLDWIDEWASTE](#), 75% of all seabirds and 30% of turtles died because of Plastic Straws! In fact, 99% of all seabirds have eaten a piece of plastic. Imagine how much pollution we are causing by doing simple things everyday - like using plastic, and straws.

So what can we do about it? We can start by obviously not using straws. But, how do we get others to not use straws? Join the [Helping Niles and Stand Up To Straws](#)! Helping Niles are starting a new campaign to stand up to straw! You can join too simply by taking the pledge to not use straws & posting a picture of yourself helping. Sipping out of cup - with no straw & posting a picture of yourself helping - or by sharing important information such as the info in this blog!



Still Picture (91% Plastic/Turtle)

JUNE 22, 2018
Plastic Waste, 91% does not get recycled.

91% of all plastic does not get recycled. The plastic that is recycled is often recycled into lower quality products. The plastic that is not recycled ends up in landfills or incinerated. This means that plastic is a non-renewable resource that is being used up. We need to find ways to reduce our plastic waste. One way to do this is by using reusable water bottles and coffee cups. Another way is by using reusable straws. We can also use reusable containers for food and drinks. By making these small changes, we can help reduce our plastic waste and protect the environment.



Reason the plastic waste was piled and overflowing was due to the fact that the ocean was polluted with plastic. The plastic was not being recycled and was being thrown away. This is a problem because plastic is a non-renewable resource and it takes a long time to break down. The plastic that is not recycled ends up in landfills or incinerated. This means that plastic is a non-renewable resource that is being used up. We need to find ways to reduce our plastic waste. One way to do this is by using reusable water bottles and coffee cups. Another way is by using reusable straws. We can also use reusable containers for food and drinks. By making these small changes, we can help reduce our plastic waste and protect the environment.



Helping Niles will help others to learn from this and to help pieces around the world to have more access to recycling bins and reduce the amount of plastic that ends up in landfills and oceans. If you can't recycle it themselves.

When Helping Ninjas discovered the negative effects of plastic pollution & how it is affecting our oceans and sea life— we naturally wanted to do something to help.

The #StandUpToStraws is an initiative to educate youth on the impacts of global plastic pollution and to think about cause and effect, and to stand up for our planet. We want to educate and create awareness about this, and how one can help our environment & all aquatic marine animals. One way is using alternative straws

Environmentally Friendly Straws

Metal Straws

Glass Straws

Paper Straws

Compostable Straws

Bio-Degradable

Bamboo

While **biodegradable** items refer to any material that breaks down and decomposes, **compostable** goods are organic matter that breaks down to become a pile of nutrient-rich soil. Compost. Bamboo straws are commonly made in India. Where three Helping Ninjas are right now, researching bamboo straws and plastic pollution.

Q: HOW CAN COMMUNITY MEMBERS GET INVOLVED?

Helping Ninjas are asking community members to join in our efforts! To participate by simply just choosing to refuse a plastic straw and trying an alternative.

Visual 3: Campaign Media 3, Still Picture (StrawlessCheers)



Join in by *learning, helping* and *sharing* and posting a picture of a StrawLess Cheers!
Or by Flossing!

Businesses that join our efforts, we are going to celebrate by doing a floss dance.

Campaign Media Video 17 sec (Floss Video)



(Video at StandUpToStraws.com)

We have already gotten a few businesses on board – shout out to thank Spoke & Steele, Verde, Bar Louie's, Muldoon's, Agave, Ocean Poke, Vitality Bowls, Pint Room and Bazbeaux!

Lindsey: Helping Ninjas encourages businesses to join in our efforts, too.

- By hanging our signs.
- By shelving the straws, and only giving them to customers when they asked for them
- Exploration of alternative straws.

Q: HOW CAN COMMUNITY MEMBERS HELP?

5. SUPPORT CAUSE

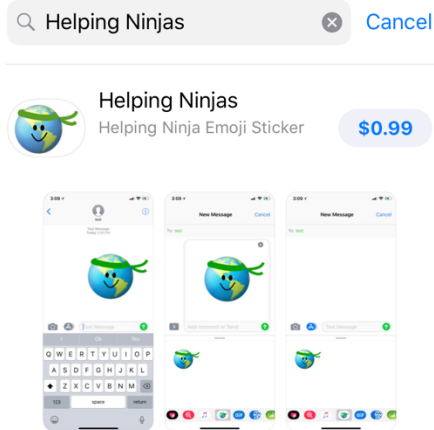
If u want to join our efforts, We need more Helping Ninjas!

Visual 6: Campaign Media 5 (Still Photo, Sign PDF)



Our signs & forms are downloadable at StandUpToStraws.com, and you can follow us on social media –@standuptostraws. You can also join our efforts and help our oceans by purchasing our sticker pack in the Apple™ App Store

Visual 1: Support Cause, Media 1 (Still Shot Emoji App Store Example)



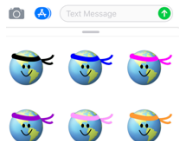
Open the apple app store and search for Helping Ninjas.

Visual 2: Support Cause, Media 2 (Still Shot Emoji Sticker In Use)



Visual 3: Support Cause, Media 3 (Still Shot Emoji Sticker Pack)

To: Learn.Help.Share

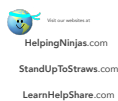


All proceeds from the Helping Ninjas emoji sticker pack go to fund our projects and initiatives, such as #StandUpForStraws. And, each month, Helping Ninjas will donate 25% of proceeds to other charitable causes.

This month, July, Helping Ninjas are donating 25% of proceeds #PlasticFreeJuly organization and @LonelyWhale

Q: QUESTIONS? WHERE CAN PEOPLE GO FOR ANSWERS?

Visual 4: Answers, Media 1 (Weblink)



For more information you can visit our websites at helpingninjas.com, standuptostraws.com learnhelpshare.com

Visual 5: Answers, Media 2 (Twitter Handles)



You can also follow us on Twitter and Instagram @helpingninjas, @standuptostraws, @learnhelpshare

Lindsey, Sid, Leo: (Cheers! StrawLess Cheers!)

