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## Sustainable Style Foundation announces 2008 Best Dressed Environmental List

SEATTLE, WA, April 21, 2008 - Just in time to celebrate Earth Day 2008, the Sustainable Style Foundation (SSF) today announced its 2008 "Best Dressed Environmental List" to recognize the most stylish environmentalists on the planet.

"Who said you have to give up looking fabulous and living well in order to do good", said SSF Senior Stylist and Co-founder Rebecca Luke about the list. "The individuals on our 2008 Best Dressed Environmental List – from activists to celebrities to politicians – prove that it is possible to be a person of both style and substance. These individuals have a great sense of personal style but they're also trying to make the world a better place...that's what got them on the list".

According to Sean Schmidt, SSF Style Ambassador and Co-founder, "our hope in establishing the annual Best Dressed Environmental List is that it will inspire everyone, from Madonna to the Mom next door, to make more sustainable decisions in their personal lifestyle choices". Schmidt adds "true style, the essence of style, is not about following trends or conformity. It's about expressing yourself, your individuality, and your values through the clothes you choose to wear, the food you choose to eat, the way you decorate your house, the car you choose to drive, etc. With Walmart going green, hybrid vehicles available in every shape and size, and ecofashions on every runway, looking fabulous, living well and doing good has never been easier."

Like any 'best' list, there are lots of new names, some repeats, and many shifts. To celebrate the fifth year of their Best Dressed Environmental List SSF chose to select 30 women and men for 2008. "There were just too many people to choose from this year" said Schmidt. "We started with over 70 names in each group and had a tough time just narrowing the lists to 30 individuals using our scoring matrix that included elements like personal style, diversity, political activism, and overall broad efforts. On the bright side, our search for inspiring lifestyle role models becomes easier every year as more and more of these high-profile individuals make greener personal lifestyle choices in their own lives and become more active and committed to the environmental movement."

"I think we have something very special in our Best Dressed Environmental List", said Ms. Luke, "Where else can you find Jesse James and Pierce Brosnan listed together on a best dressed list".

The 2008 Best Dressed Environmental List:

## Women

1. Wangari Maathai
2. Vandana Shiva
3. Tyra Banks
4. Summer Rayne Oakes
5. Julia Butterfly Hill
6. Linda Loudermilk
7. Eva Longoria
8. Oprah Winfrey
9. Anna Zegna
10. Angela Lindvall
11. Salma Hayek
12. Lucy Liu
13. Nathalie Portman
14. Stella McCartney
15. Simran Sethi
16. Sharon Lawrence
17. Minnie Driver
18. Dolly Parton
19. Preity Zinta
20. Brandi Carlile
21. Ellen Degeneres
22. Zhang Ziyi
23. Eve
24. Thandie Newton
25. Julia Louise Dryfus
26. Jane Goodall
27. Charlize Theron
28. Pamela Anderson
29. Cameron Diaz
30. Lauren Zalaznick

## Men

1. Van Jones
2. Fred Krupp
3. Brad Pitt
4. Esai Morales
5. George Clooney
6. Prince Charles
7. Antonio Villaraigosa
8. Robert Kennedy, Jr.
9. Jesse James
10. Pierce Brosnan
11. Orlando Bloom
12. Giorgio Armani
13. Gildo Zegna
14. Carter Oosterhouse
15. Graham Hill
16. Jack Johnson
17. Arnold Schwarzenegger
18. Woody Harrelson
19. Matthew McConaughey
20. Paul Hawken
21. Ed Norton
22. Harrison Ford
23. Adrien Grenier
24. Lance Armstrong
25. Hugh Jackman
26. Ted Danson
27. Keith Urban
28. Tony Gonzalez
29. Leonardo DiCaprio
30. Jason Bateman

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## About SSF

The Sustainable Style Foundation (SSF) is a Seattle-based, international membership-supported nonprofit organization created to provide information, resources and innovative programs that promote sustainable living and sustainable design. SSF's mission is to address the many pressing social and environmental challenges facing our world by educating, supporting and inspiring people from all walks of life to make more sustainable personal lifestyle choices at home, at work and at play. From fashion, food and film to interior design, travel, music and more, SSF has designs on making sustainability the next big thing, as well as a timeless trend by using the power of popular culture to influence consumer choices in fun, positive, and creative ways. [www.sustainablestyle.org](http://www.sustainablestyle.org)