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## JEN CULLERTON JOHNSON EMPOWERS YOUTH THROUGH GREEN LITERACY AND ENVIRONMENTAL JUSTICE

CHICAGO, IL // SEPTEMBER 2024 — [Jen Cullerton Johnson](#), an accomplished writer, educator, and urban environmentalist, is on a mission to inspire the next generation of environmental advocates through the power of storytelling, literacy, and sustainability.

With an MFA and MEd, Jen has taught in countries all over the world, including almost two decades of experience teaching in Chicago Public Schools.

Inspired by Nobel Prize winner Wangari Maathai's dedication to women's rights and planting trees, Jen blends her writing with education, environmentalism, and activism. She has a passion for educational equity, believing that literacy and environmental education are transformative tools for empowering individuals and communities alike.

"My work is driven by the belief that literacy and environmental education are powerful tools for social change," she says. "My goal is to encourage educators, environmental advocates, and young readers who are passionate about creating a more sustainable future. I hope to inspire both children and adults to see themselves as active participants in protecting the planet while equipping educators with the tools they need to foster this mindset in their students."

### **Storytelling: Continuing Wangari Maathai's Legacy**

Available this fall, [Semillas de Cambio](#) [Lee & Low Books; October 2024] is the Spanish edition of her award-winning children's book [Seeds of Change](#) [Lee & Low Books; April 2010]. The picture book biography tells the story of Wangari Maathai, the first African woman—and first environmentalist—to win a Nobel Peace Prize (2004) for her work planting trees in her native Kenya. A portion of the sales from **Semillas de Cambio** will support educational projects in both Kenya and the United States, creating cross-cultural friendships between young people.

Jen's deep commitment to environmental stewardship is also reflected in her role on the Board of Directors for the [Green Belt Movement](#), the pioneering organization founded by Maathai. Her books, inspired by the values and legacy of the movement, focus on environmental justice, women's rights, and the transformative power of community action. Through her writing and leadership, she continues to amplify Maathai's global impact, promoting ecological awareness and activism among young readers.

### **Green Literacy: Inspiring the Next Generation of Environmental Leaders**

As the co-founder of [Green Literacy](#), Jen has co-developed a framework designed to integrate sustainability and systems thinking into K-5 classrooms with reading, writing, and action. Her

work equips school districts, community organizations, and places of faith with the knowledge and tools necessary to tackle urgent environmental challenges.

Her next book, ***The Green Literacy Handbook*** [Solution Tree Press, 2025] is a comprehensive K-5 textbook designed for educators. It provides school districts with the tools to integrate environmental education into their curriculum, offering professional development opportunities for teachers. This transformative textbook not only enhances environmental awareness but also encourages the next generation to lead the charge in creating a more sustainable future.

“At Green Literacy, our mission is to cultivate a generation of environmentally conscious leaders through a dynamic educational program that integrates reading, writing, and action. By engaging students with compelling literature that celebrates the natural world, and empowering them to express their environmental insights through creative writing, we foster a deep, personal connection to global environmental issues,” she says. “Our curriculum extends beyond the classroom, involving students in practical projects that translate their knowledge into real-world environmental stewardship.”

### **Sustainability: Promoting Grassroots Efforts**

An advocate within the creative reuse movement, she manages the social media strategy for the [Creative Chicago Reuse Exchange](#) (CCRx), a non-profit dedicated to fostering a circular economy by providing repurposed materials to educators, artists, and nonprofits. Through her work with CCRx, Jen amplifies the organization’s mission to reduce waste, promote sustainability, and support creative projects that benefit educational and artistic communities.

Jen is also actively involved with [C3: Chicago Conservation Leadership Corps](#), where she has brought environmental programming to local organizations, empowering these communities with the knowledge and tools to address pressing environmental issues. In November 2024, she will be certified as a TreeKeeper, a role dedicated to preserving and advocating for Chicago’s urban forest.

She is available for school visits, author talks, speaking engagements, and environmental social justice consultations for schools, community organizations, and places of faith.

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### About Jen Cullerton Johnson

Jen Cullerton Johnson is a Chicago-based writer, educator, and environmental advocate with nearly two decades of teaching experience. She is the co-founder of [Green Literacy](#), a movement dedicated to integrating environmental education into school curriculum. Jen is the author of several award-winning books, including *Seeds of Change* and *Semillas de Cambio*, and her forthcoming *Green Literacy Handbook* will serve as a guide for educators to foster environmental stewardship among young students. She is also a prominent voice in the creative reuse movement, and she is actively involved with organizations including Creative Chicago Reuse Exchange (CCRx) and the Green Belt Movement. For more information, visit [jencullertonjohnson.com](http://jencullertonjohnson.com).

### About Pacific & Court

[Pacific & Court](#) is an award-winning Brooklyn-based boutique publicity and digital marketing company specializing in promoting independent authors and book publishers. Together, the P&C team has over 30 years of experience publishing, promoting, and marketing bestselling books. Focusing on heavily tested and proven PR and marketing methods, P&C will reach the exact audience that will be receptive to your unique book. Follow P&C on social media [@pacificandcourt](#).

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