

ENVIRONMENTAL

SHADES OF GREEN




SAD PUPPY PACKAGING®

*Certified
Sustainable and/or
Guilt-Inducing*

KERRY VINEBERG

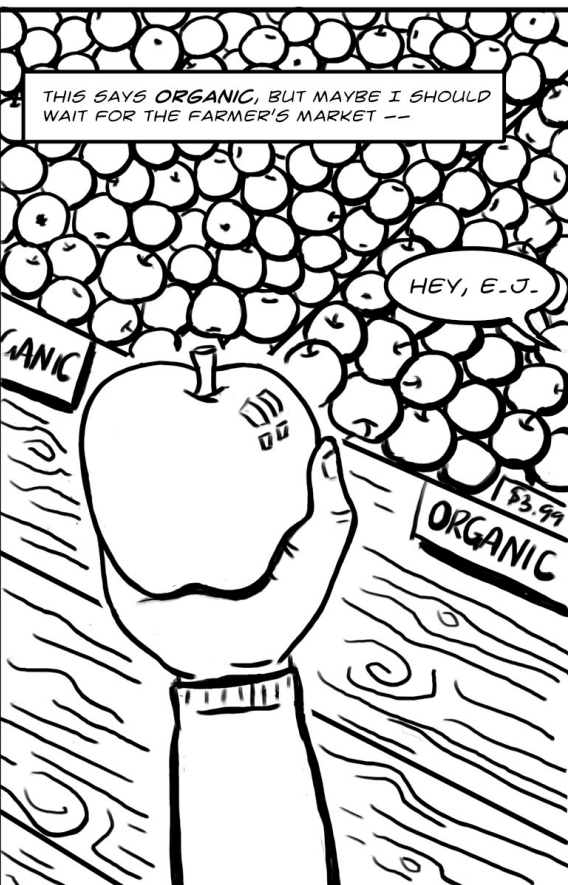
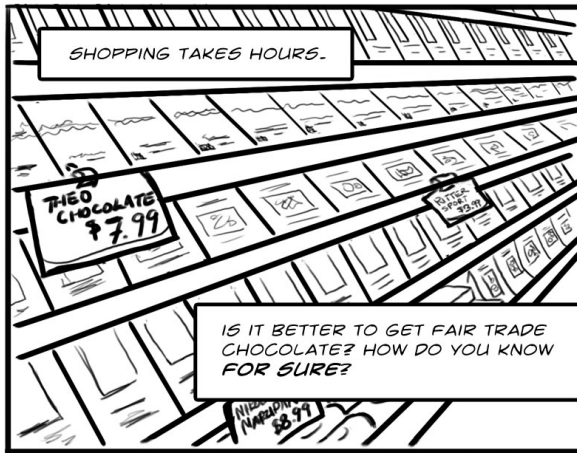
ENVIRONMENTAL



SHADES OF GREEN

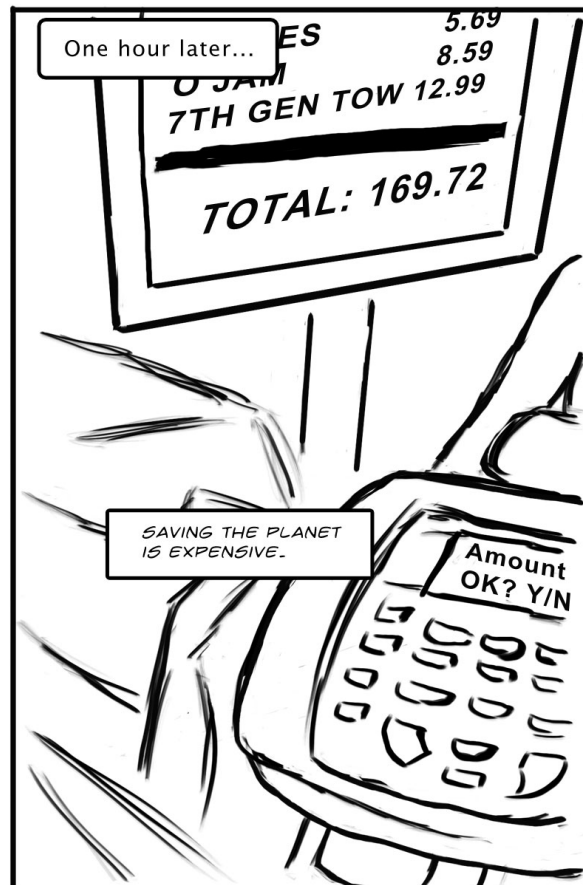
KERRY VINEBERG

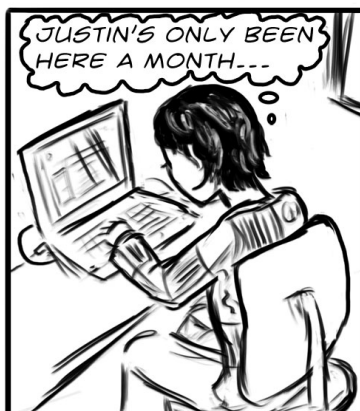
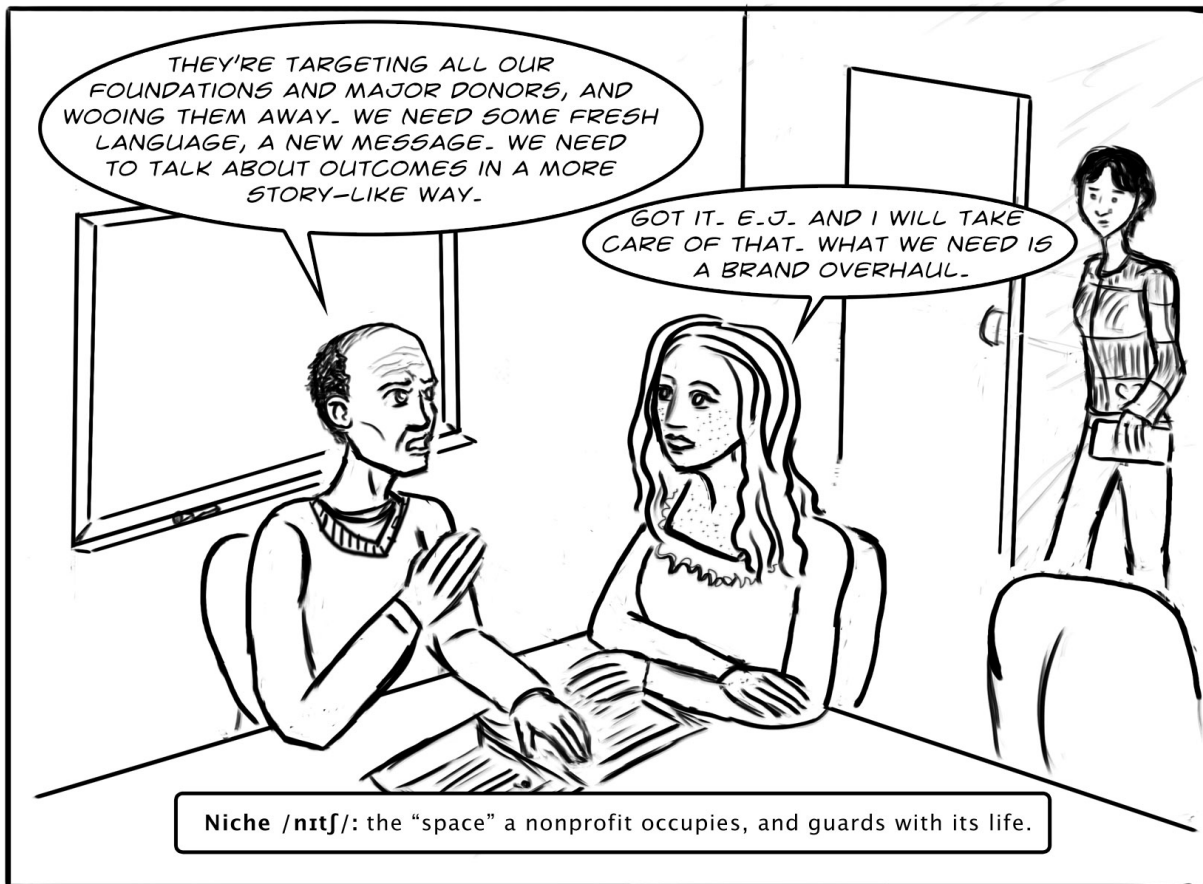
WORDS, ART

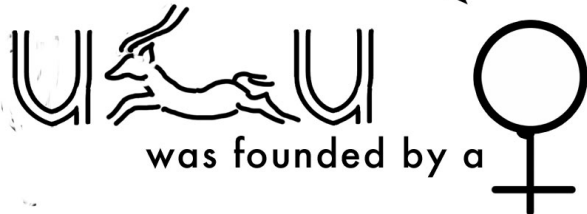
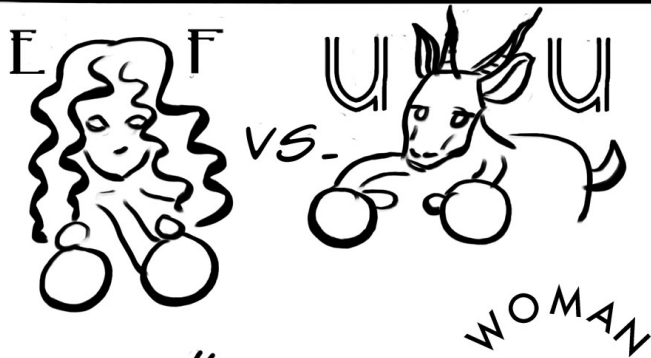


Buzzword /'bʌz.wɜːd/: A phrase that makes it easier to sell you something.









was founded by a



150%



's budget



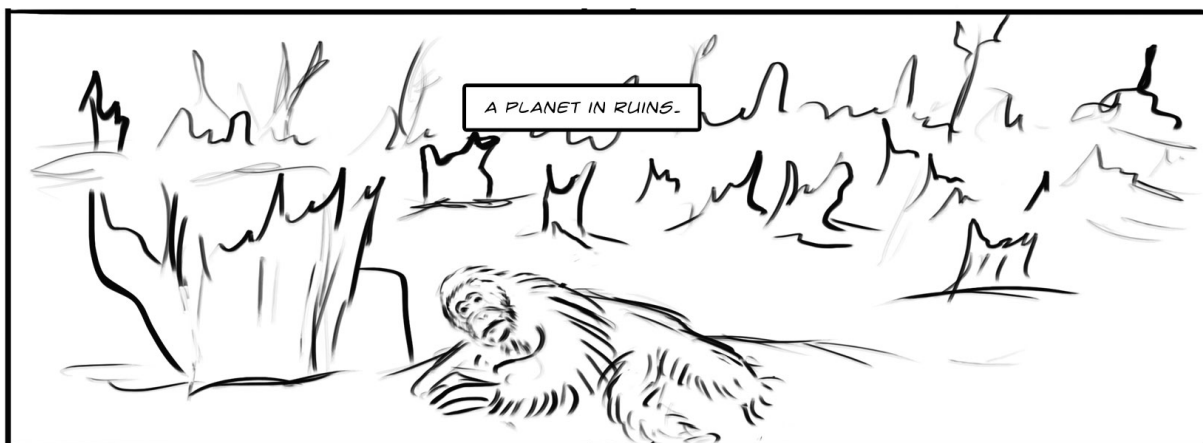
10,000

Northeast Africans &
25 Endangered Species
in **5** countries



preserved over **1500**
acres of wild land & now
heads to Madagascar,
its **4th** country



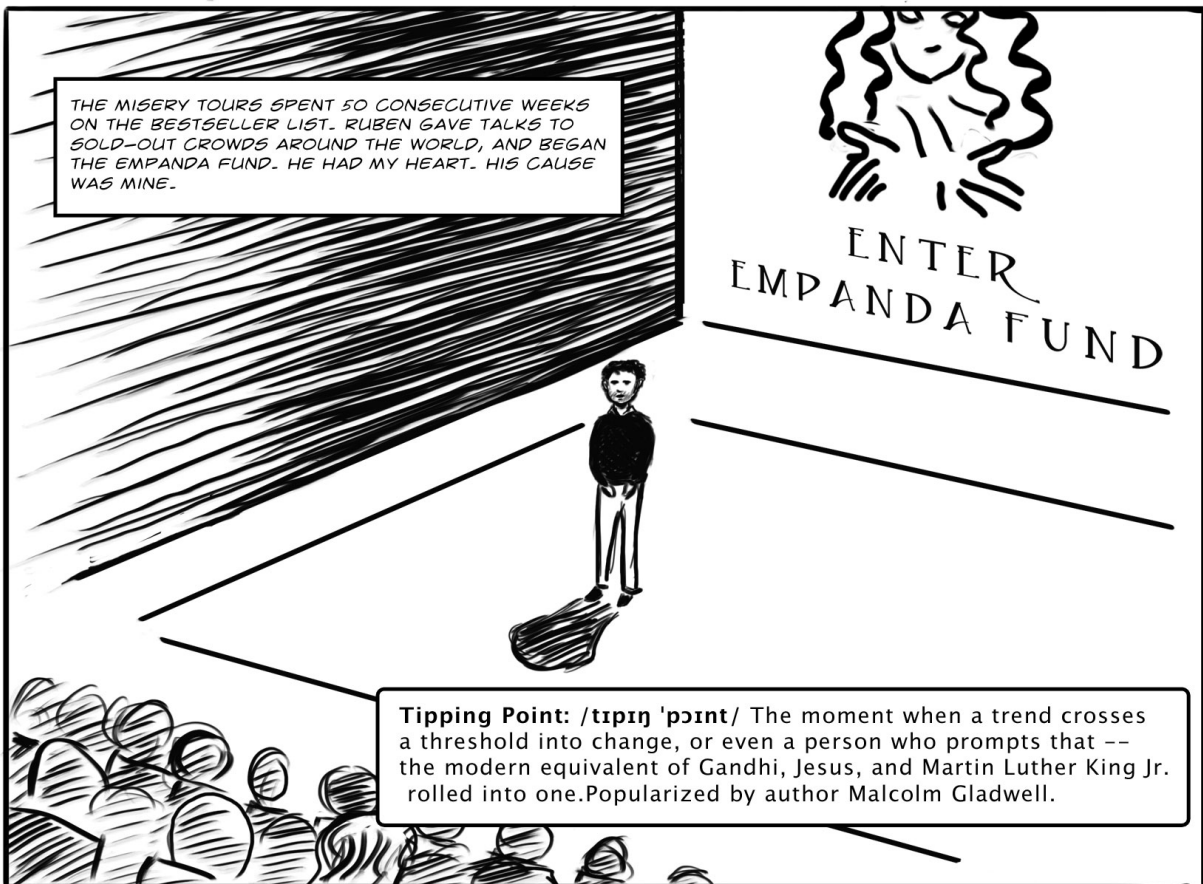




THE IMAGES BURNED DEEP INTO THE PUBLIC CONSCIOUSNESS...



AND IGNITED A FIRESTORM.



THE MISERY TOURS SPENT 50 CONSECUTIVE WEEKS ON THE BESTSELLER LIST. RUBEN GAVE TALKS TO SOLD-OUT CROWDS AROUND THE WORLD, AND BEGAN THE EMPANDA FUND. HE HAD MY HEART. HIS CAUSE WAS MINE.

Tipping Point: /ˈtɪpɪŋ ˈpɔɪnt/ The moment when a trend crosses a threshold into change, or even a person who prompts that -- the modern equivalent of Gandhi, Jesus, and Martin Luther King Jr. rolled into one. Popularized by author Malcolm Gladwell.



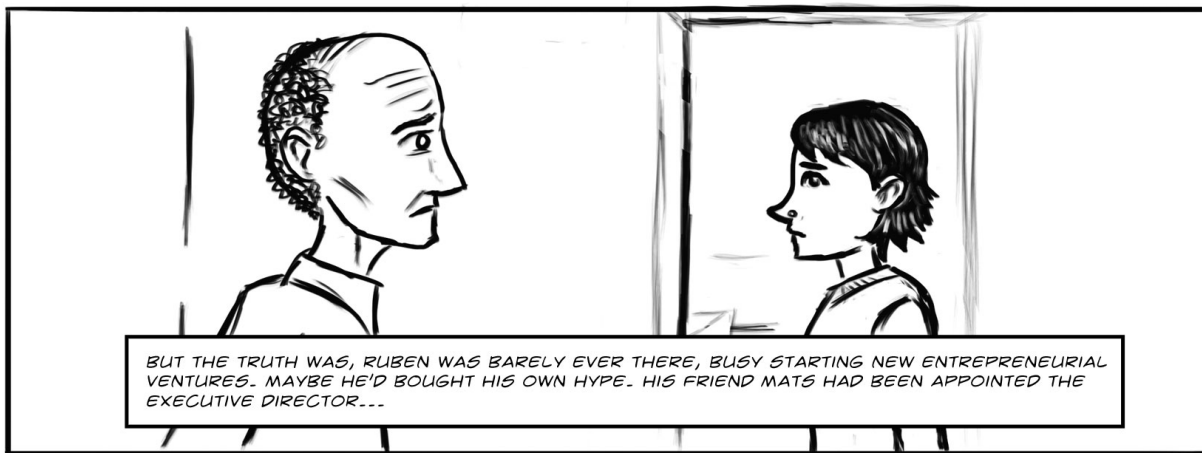
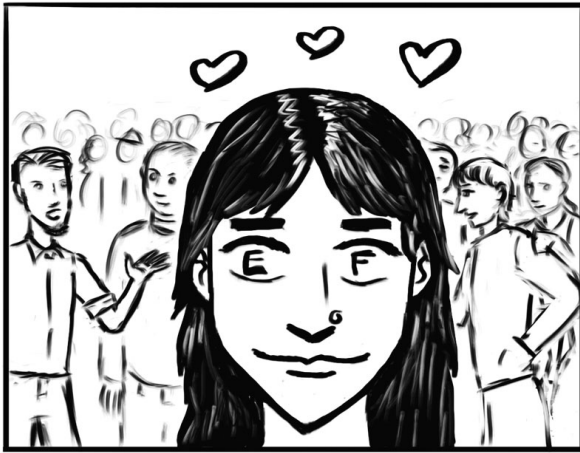
I PLOTTED, TRIED THE RAW VEGAN DIET, AND RALLIED THE CAMPUS GREENS WITH JUSTIN.

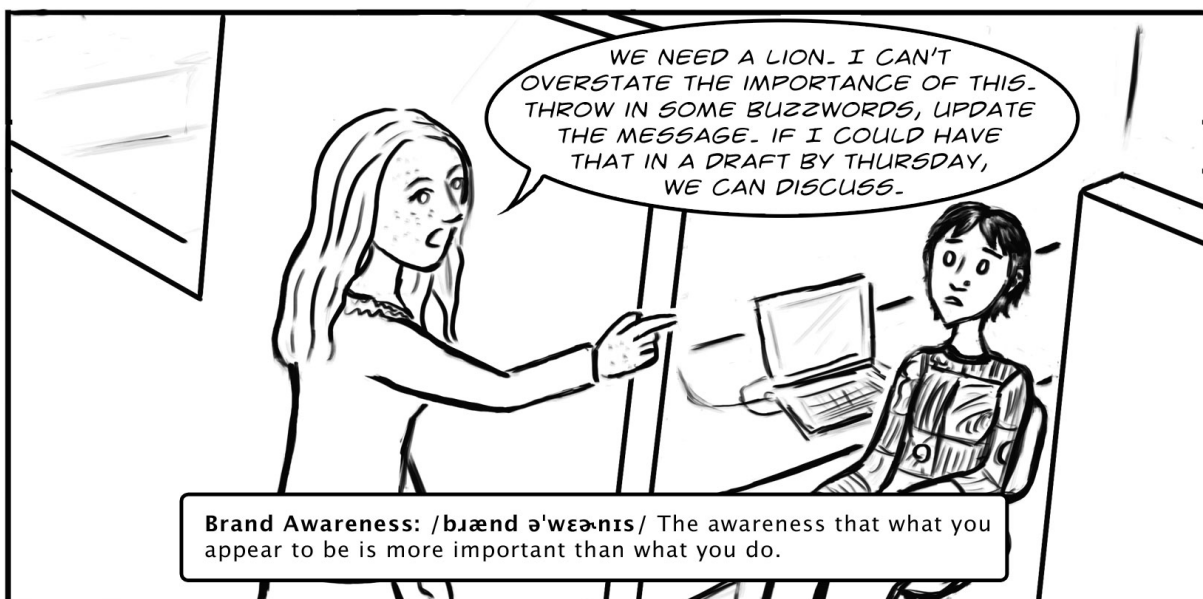


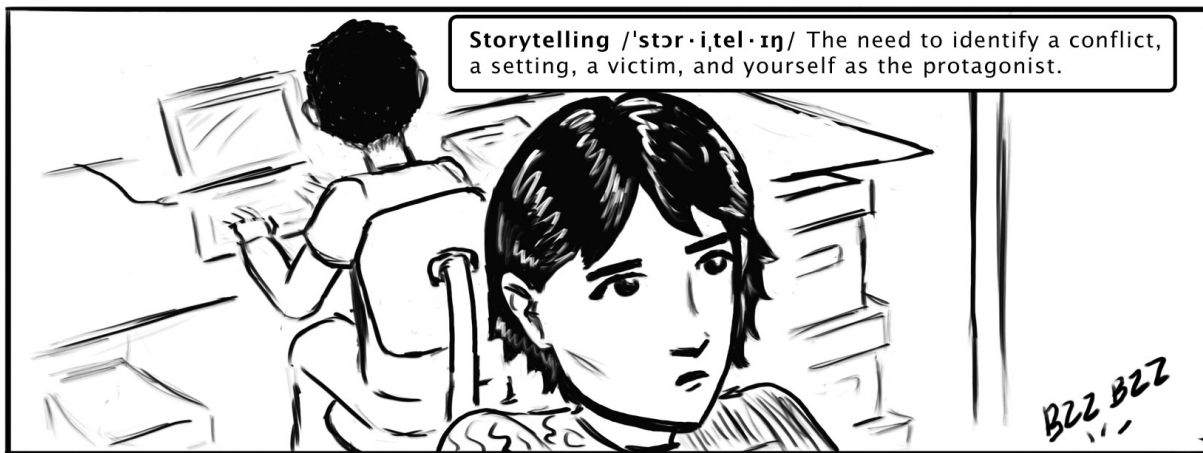
I GRADUATED, KNOWING I WAS GOING TO BE A TIPPING POINT.

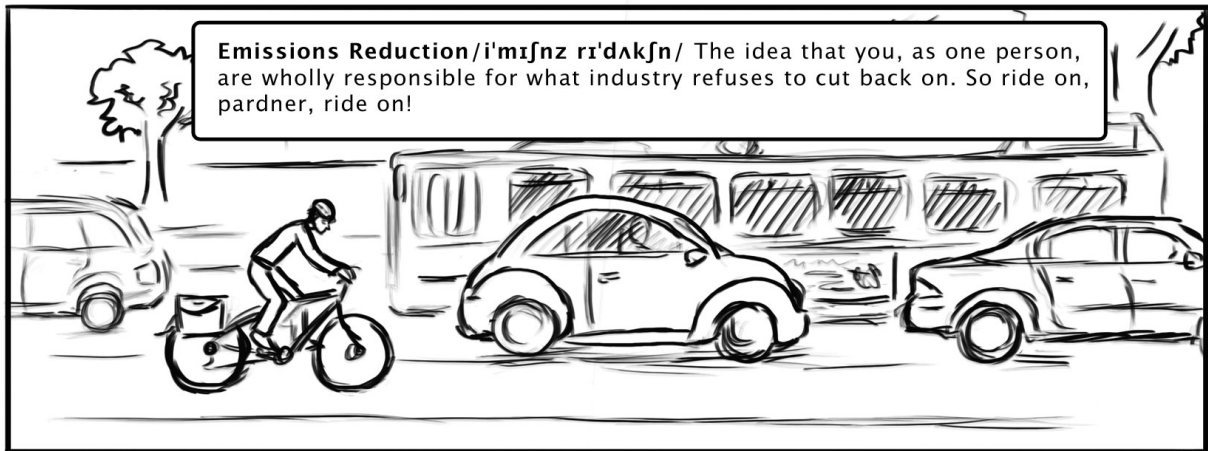
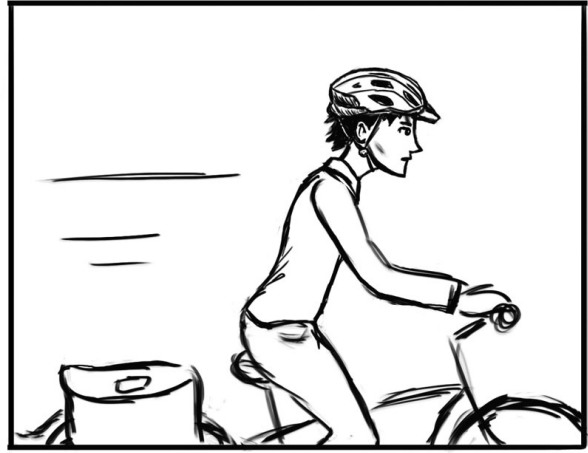


IT WAS LUCKY, THEN, THAT MY ENTREPRENEUR COUSIN, MIKE, KNEW RUBEN!





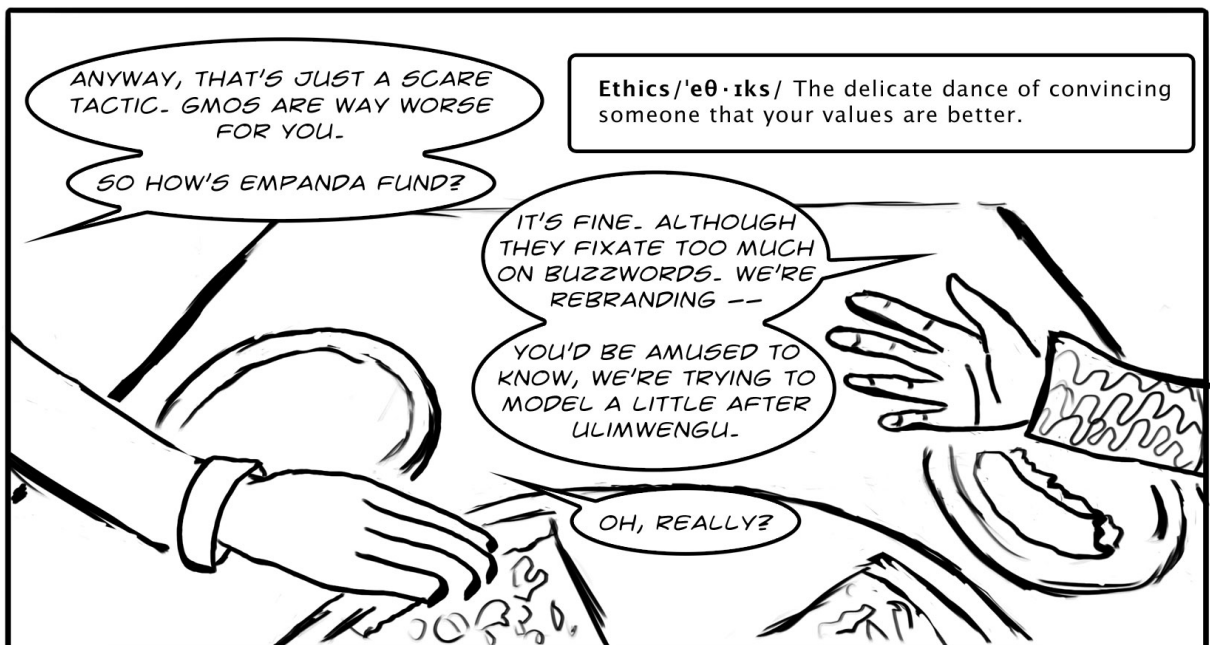
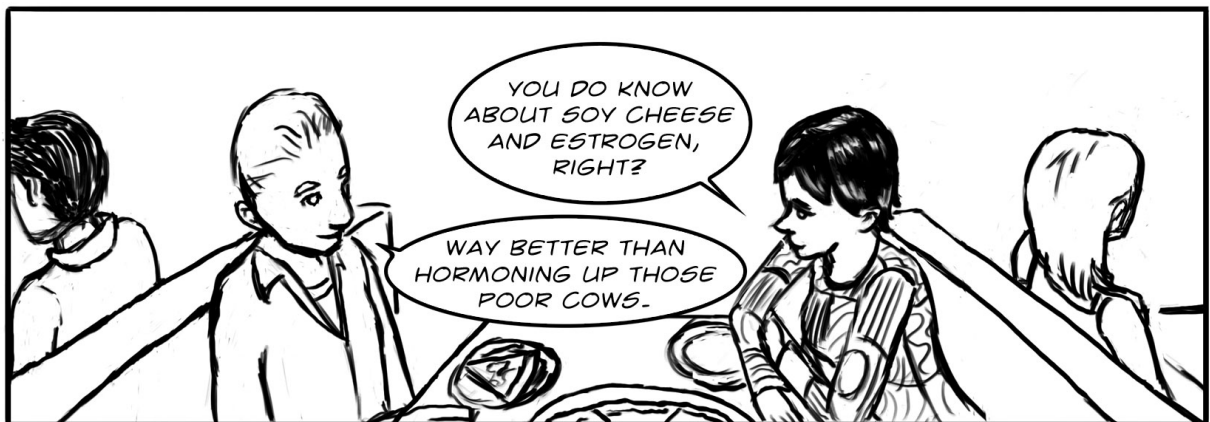


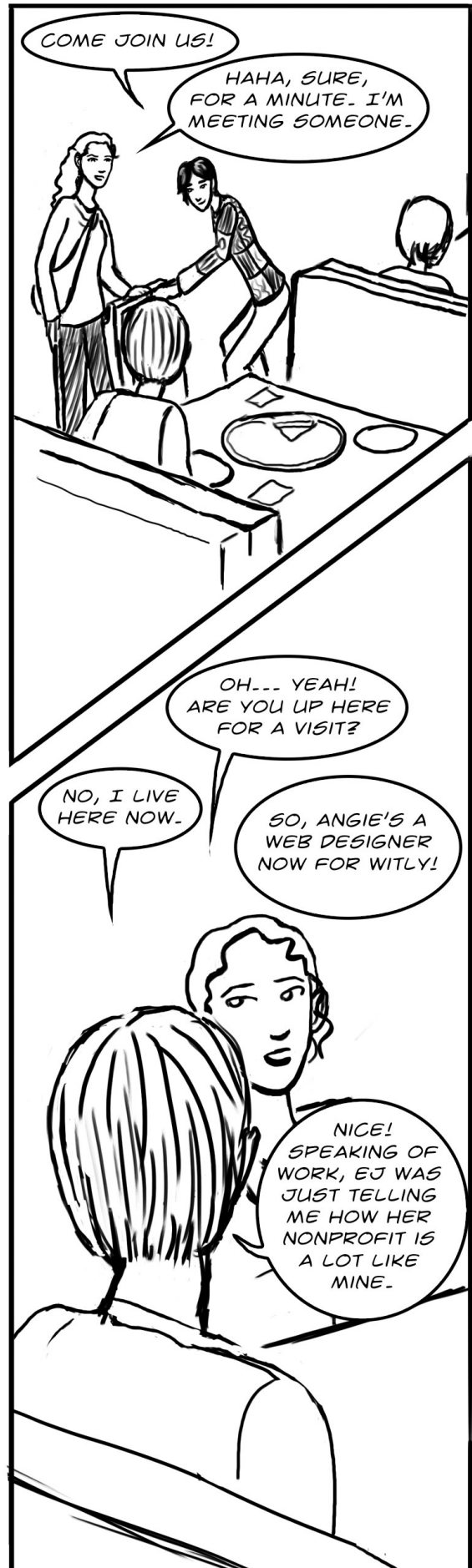


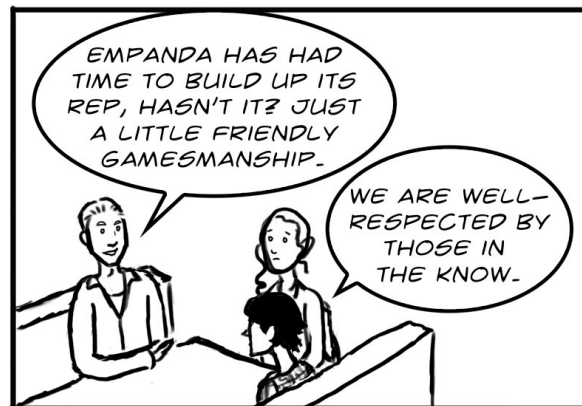
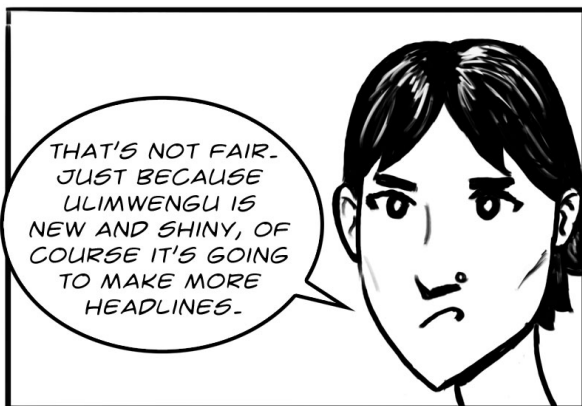
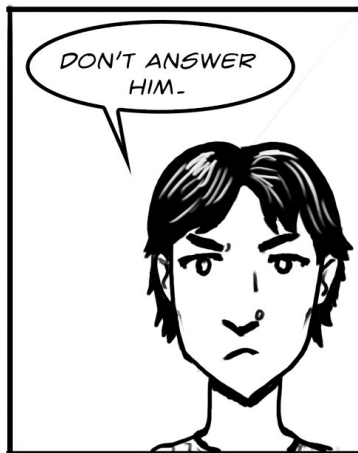


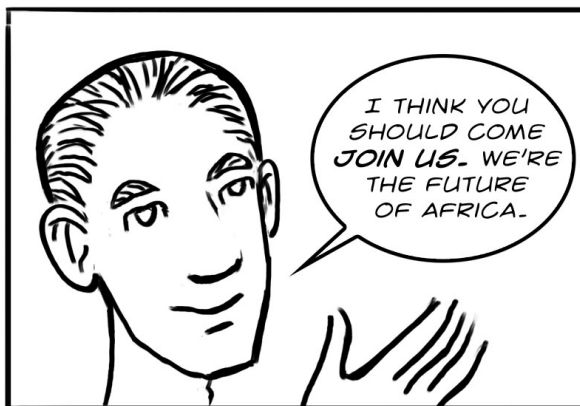
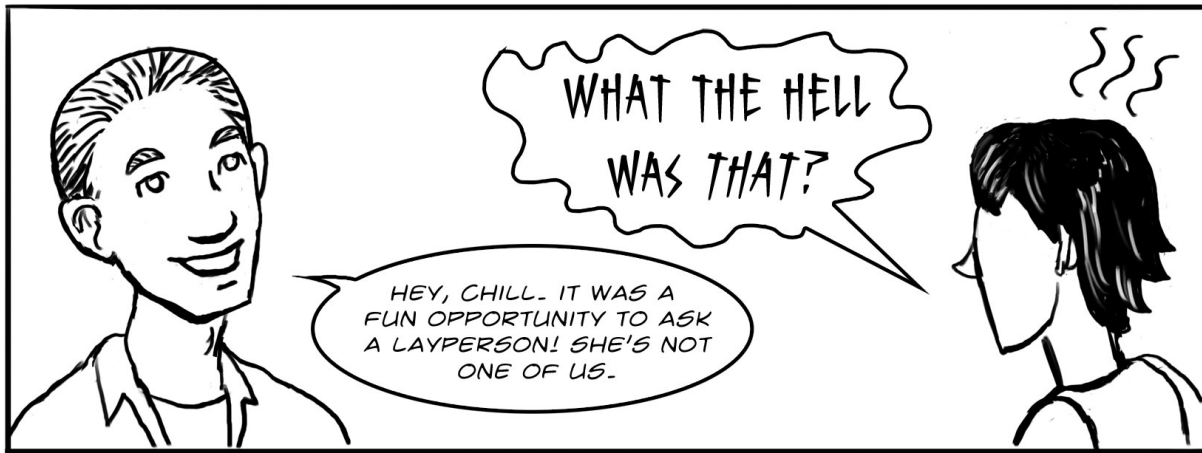
Activist /'æk.tɪ.vɪst/ A person who makes it both identity and career to rampage against the Man. Will be a catalyst for change. And you can't stop them.

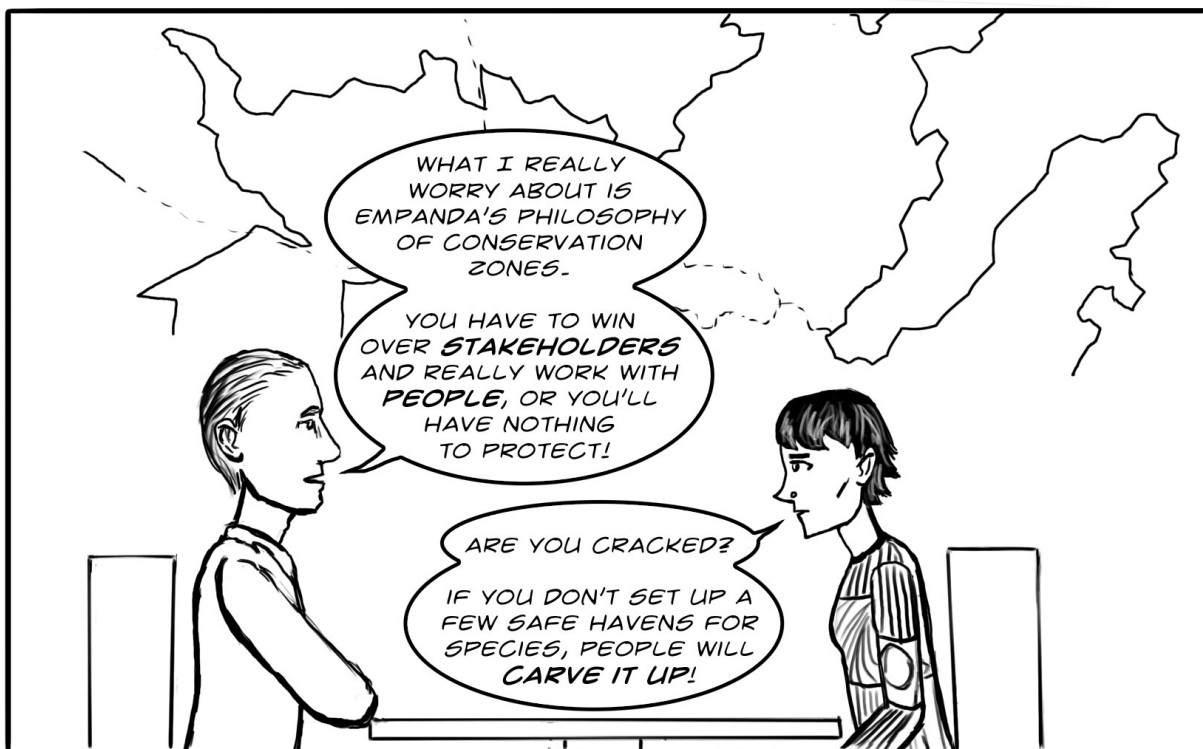
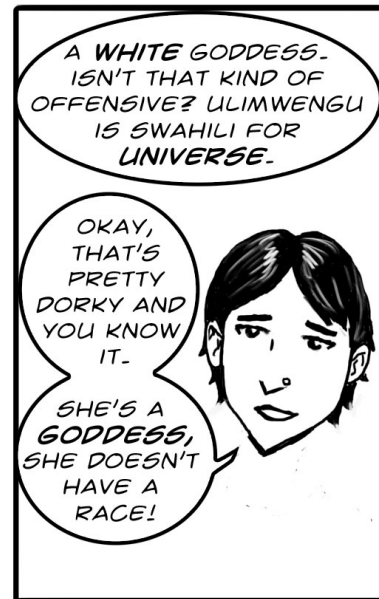
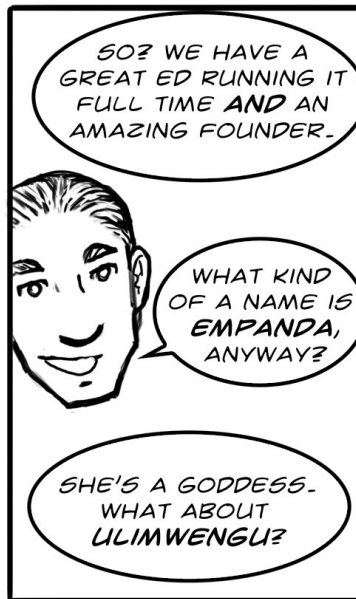


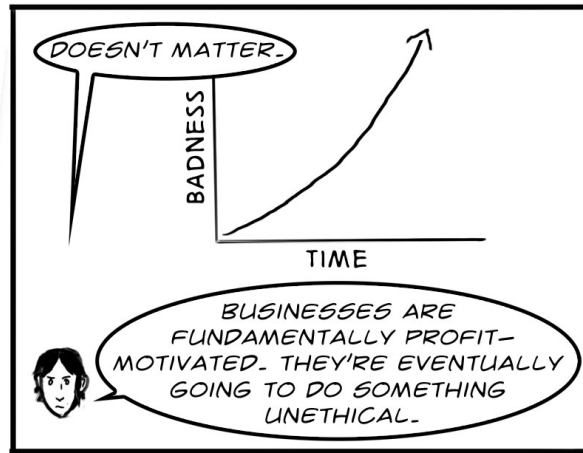






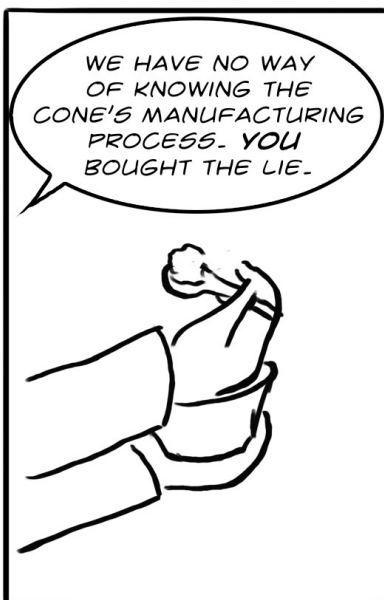




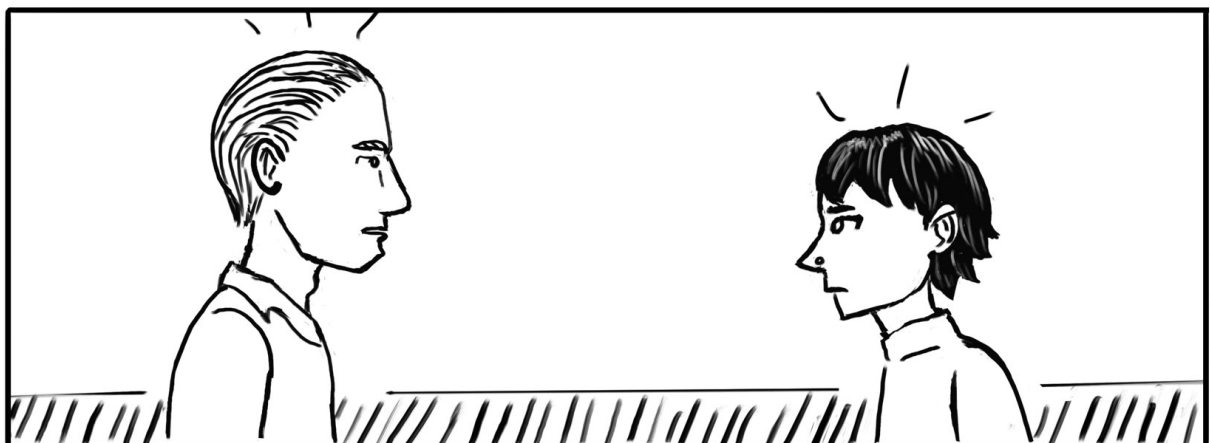


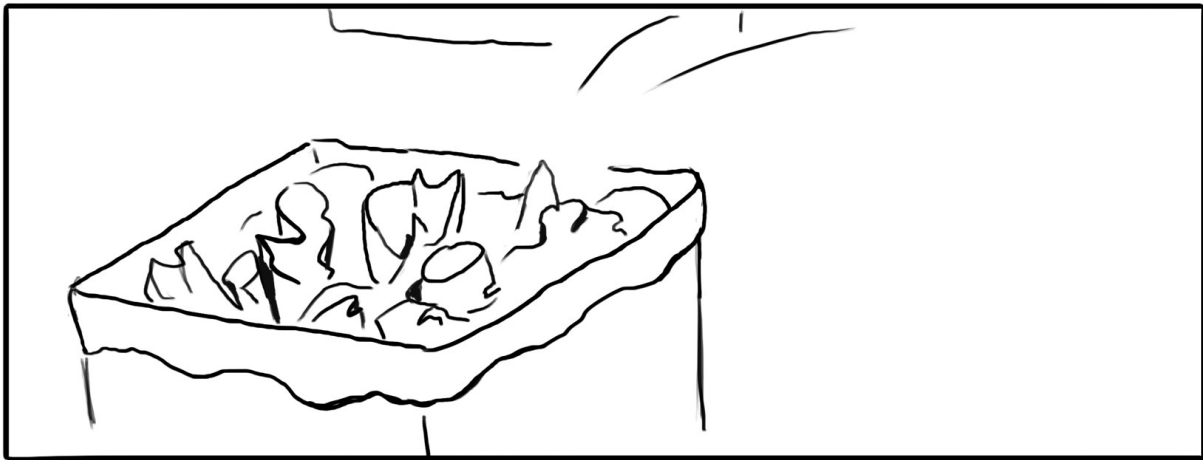
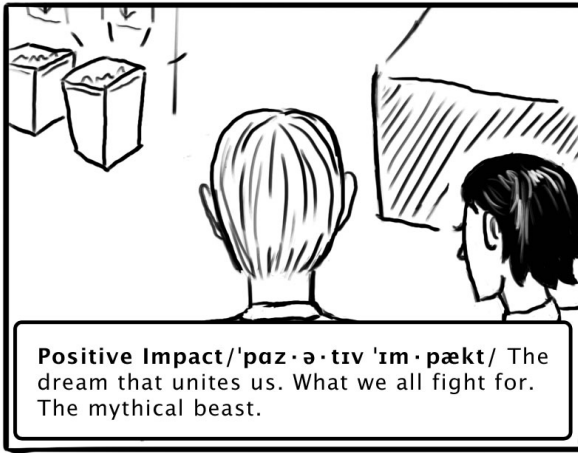










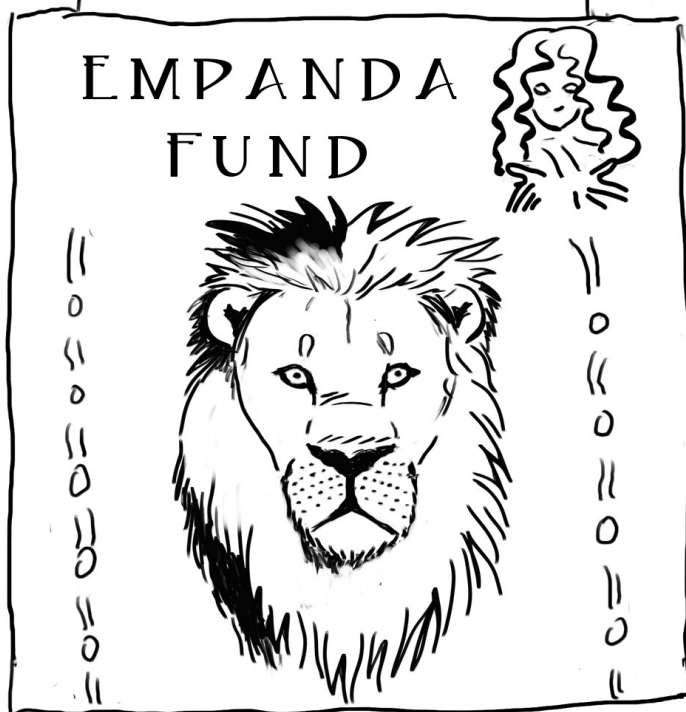


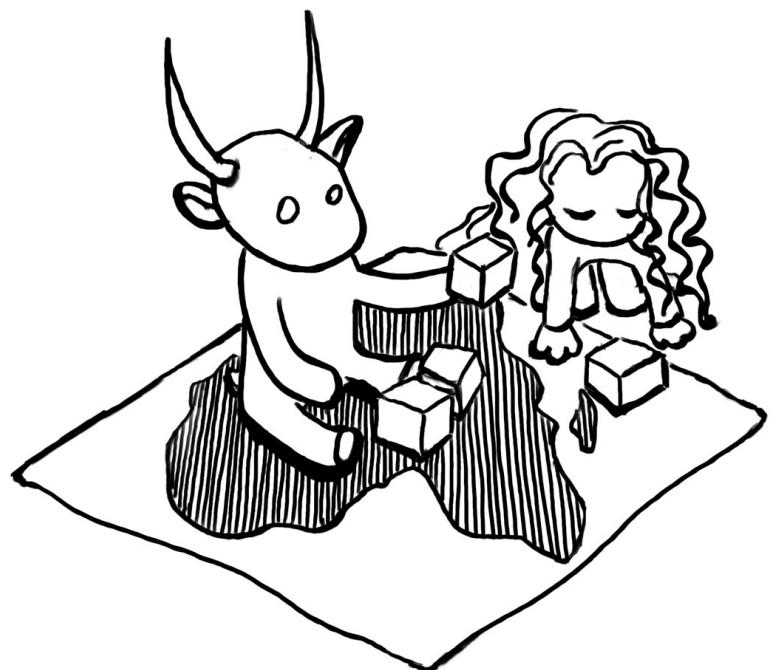
I'M NOT SURE
I CAN BE FRIENDS
WITH SOMEONE WHO
HAS SO MANY
MISGUIDED IDEAS
THAT RUIN THE
PLANET.

THAT MAKES
TWO OF US,
LOSER.



And soon...







Kerry Vineberg writes and draws in San Francisco.

She shamelessly notes the latest sustainable living trends, works with the odd nonprofit (which she has great affection for), is heartbroken by the destruction of forests and oceans, and sees the gray areas in even the most noble of arguments.

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Read more at **causecomics.com**.

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