



For Immediate Release  
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## **New American Dream Asks Americans to View the Bad Economic Weather as an Opportunity to Chart a New Course**

Takoma Park, MD — An economic storm is descending, and for many, the storm will be bad. While the President and Congress wrestle with how to bail out Wall Street, and argue about how softly CEOs of failed financial institutions should be allowed to land, average citizens must leap into the new reality without benefit of 24-karat parachutes.

What's a person to do? According to New American Dream Executive Director, Lisa Wise, each of us needs to re-think our priorities: "What matters to us? Even before the crisis, it was obvious that the traditional American Dream of comfort and security had been displaced by a "more is better" focus that promotes not quality of life, but rather the unbridled production and consumption of stuff. There was never any chance that could continue indefinitely."



The fact is, our economy in recent decades has been propped up by an alarming degree by profligate consumer spending and wasting of resources. And it's starting to wear down more than just our financial institutions. Recently, the Global Footprint Network issued a report stating that by September 23<sup>rd</sup>, humanity will have consumed all the new resources the planet will produce for the year. For the rest of 2008, we will be in the ecological equivalent of deficit spending, drawing down our resource stocks – in essence, borrowing from the future. Sound familiar? We can't hope to keep to our economic budget if we can't keep to our ecological budget.

New American Dream offers tools and tips to help you put less emphasis on "more" and put greater emphasis on more of what *matters*—like healthy communities, a healthy planet, and quality of life rather than quantity of stuff. Our "Living Green Below Your Means" column shows you to reduce your environmental footprint by being thrifty. And our website is full of tools and tips to help you keep your balance in the storm. Our Conscious Consumer Marketplace helps consumers support a sustainable, green economy and find products that are better for you and for the planet. New American Dream can't solve the banking crisis, but we do help individuals live within their limits—both personally and ecologically. Visit [NewDream.org](http://NewDream.org) to learn more.

### **About the Center for a New American Dream**

The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed. Visit us at [www.newdream.org](http://www.newdream.org).

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