

DANNY SEO BIO

Gardening/green lifestyle expert Danny Seo calls his eco-friendly way of living "Simply Green." Through his best-selling books, television programs, products, magazine columns and his "how-to" lectures, Seo continues to share the creative ideas that have made him America's leading green lifestyle authority. He is a proponent of growing gardens for a greener community and living environment, and a champion for planting the seeds for the future.

Born on Earth Day in 1977, Seo has championed the natural biodiversity of our planet from a very young age. On his 12th birthday, he founded the organization Earth 2000 with just a few friends and \$23. By his 18th birthday, he had transformed the grassroots organization into the country's largest teenage activist charity, spearheading worldwide campaigns on behalf of the environment.

Seo encourages America to live a greener lifestyle through his long list of broadcast initiatives and book publications. Currently, he serves as the host and executive producer of the TV series "Simply Green with Danny Seo," and is an environmental lifestyle contributor for CBS' "The Early Show." Seo also is the host of the special "50 Ways to Save the Planet" for the Fine Living Network, which encourages America to plant gardens.

His first lifestyle book *ConsciousStyle Home* (St. Martin's Press; 2001) chronicles his renovation of his parents' home in Green Hills, Pa., using easy-to-find, eco-friendly materials. The beautifully photographed book received rave reviews in *The New York Times*, *Elle*, *Food & Wine*, *Elle Decor*, and *USA Today*, and helped Seo soon become America's favorite green lifestyle expert.

His environmental activism and teachings have earned him honors from the Albert Schweitzer Institute, a nonprofit humanitarian organization and, in an honor of a much lighter note, was named one of People's "50 Most Beautiful People in the World." Seo also has given keynote addresses around the world, including the State of the World Forums, The College of William & Mary and the commencement address to the 2006 graduating class of UC Berkley.

Danny is currently supporting Campbell Soup Company's nationwide *Help Grow Your Soup*[™] initiative, which is intended to educate Americans about where the quality ingredients in their food comes from and help inspire the planting of community gardens across the country.