



Rebecca P. Cohen Founder & President Rebecca Plants LLC

- Simple and fun ideas for healthy living
- An engaging approach live or taped
- A year-round connection to your brand

Rebecca connects with your target market in a meaningful way

- 2012** Finalist, Outdoor Inspiration Award presented by adidas Outdoor
- 2011** Program Ambassador for Seeds of Change Sowing Millions Project
- 2010** Spokesmom for the National Wildlife Federation's Be Out There Campaign

Rebecca P. Cohen is an internationally recognized gardening and outdoor lifestyle expert and author of the book, *15 Minutes Outside: 365 Ways to Get Out of the House and Connect with Your Kids* (Sourcebooks), which was named a 'Best New Parenting Book' by Scholastic Parent and Child Magazine (April 2011). Rebecca appears on live morning news shows around the United States on the how-to's of gardening and outdoor lifestyle. Rebecca's work has been featured in *Better Home and Gardens*, *Parenting*, *Redbook*, *Working Mother*, *Family Circle*, and *Backyard Solutions* magazines. For more information visit RebeccaPlants.com.

As seen in USA Today, Better Homes & Gardens, Redbook, Parenting, Working Mother and in countless social media outlets

Content for Campaigns

Rebecca's succinct and engaging style on camera and in person, combined with her wealth of helpful ideas, makes her a key part of planning and executing unique and engaging campaigns for your brand. Her book, *15 Minutes Outside*, offers 365 easy how-to tips for creating a healthy outdoor lifestyle.

Live How-To Events

Rebecca has spoken to audiences of up to 1000 and taught over 5,000 families and students how to live a healthy lifestyle in numerous events throughout the U.S. and abroad.

Live and Taped Television

Rebecca has been featured on many live and taped gardening and outdoor lifestyle segments on major networks throughout the United States, including segments for PBS. For a complete list, see next page.

**List of
Appearances on
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"Rebecca's natural on-camera presence and delivery gives her "believability" that [people] can relate to." Tony Summers, National Wildlife Federation

"She brings a lot of energy and an engaging personality...all while conveying a lot of helpful information. She 'get's it'... she is a gem."Cindy Fitzgibbon, FOX 25 Boston

"People talked about the experience long after she was gone. Most of them asked one question, " When is she coming back?" Dave Bendis, Principal, Timber Ridge Middle School



Engaging How-to Experience

Content for Campaigns

- PBS.org Parenting Expert
- Ore-Ida Grillers, Heinz
- MARS Ambassador Program
- MARS Food Monthly Feature, MARS Inc.
- Seeds of Change Sowing Millions Project
- National Wildlife Federation, Be Out There

Live How-To Events

- San Diego, CA Books in Action Grant
- The Plains, VA Wakefield School
- Cape Town, South Africa MARS Food
- Lakewood TX, Harvest of Hope Keynote
- Dallas, TX Promise of Peace Event
- Chicago, IL Printers Row Literary Festival
- Lisle, IL The Morton Arboretum
- New Orleans, LA Spring Garden Show
- Philadelphia, PA Casa del Carmen School
- Austin, TX St. Michael's School
- Washington, DC The National Zoo
- Washington, DC Ferebee-Hope School
- Warrenton, VA Greenville Elementary
- Plainfield, IL Timber Ridge Middle School
- Gainesville, VA Glenkirk Elementary

Live and Taped Television

- Fall Outdoor Ideas, Good Day Colorado and FOX Morning News Denver
- How-to Family Activities, Interstitials PBS Wild Animal Baby
- Summer vegetables, NBC Baltimore



Rebecca Cohen
Timber Ridge had a special visitor on Earth Day this year. Rebecca Cohen worked for 15 years in an office and decided that it just wasn't for her. She wanted to get OUTSIDE! She shared her love of planting vegetables with our students

Live and Taped Television (Continued)

- Spring Ideas to Get Outside, FOX Denver
- Get Outside in Winter, NBC Baltimore
- Be Out There and the National Wildlife Federation, FOX Boston
- Natural Décor for Thanksgiving, FOX Boston
- Where the Wild Things Are and Be Out There, Great Day Houston
- Harvesting your Vegetables and Herbs, FOX Boston
- Fourth of July Gardening, FOX Boston
- Gardening Best Bets, FOX Boston
- Growing Vegetables in Containers: FOX Detroit, CBS Denver, FOX Denver, and FOX Boston
- 50 Outdoor Activities for Busy Families: ABC Chicago, FOX Boston, NBC Baltimore

I happily consider Rebecca our gardening guru. Her ideas are timely and simple, her on-air communication clear and enthusiastic, and her activities are easy for families to incorporate both kids and parents in the fun. She even inspired our weekend anchor to grow vegetables with her daughter.

Eliza Bulley
NBC Baltimore



15 Minutes Outside
selected for
Youth Wellness Rally

Jefferson Parish
Public Schools, LA



PRODUCTS



15 Minutes Outside: 365 Ways to Get Out of the House and Connect with Your Kids

Published by Sourcebooks, this book inspires healthier living with easy and fun ideas for family time every day of the year.

Rebecca's Curiosity Cards

Curiosity cards are 50 open-ended, portable questions designed to spark conversation, learning, and activity between adult & child.

Growing Vegetables Guide

Simple steps to start an organic vegetable and herb garden for anyone in any location.

50 Outdoor Activities Guide for Busy Families

Quick and simple activities to do with your children anytime of the year.

Outdoor Classrooms Guide

How to start an outdoor learning space at school – a step-by-step guide for parents, teachers and community volunteers.

Bloom Calendar and Landscape Design

Picture guides to the most fail-proof perennials and layout tips for the garden of your dreams.

"I use Rebecca Plants Curiosity Cards in my classroom every morning. I select a question for each student to answer as they enter the room; we write down their responses on a white board. We learn about each other and each question engages the students for the day."

- E. Divine, 4th grade teacher



"Research now supports what our grandmothers already knew to be true: time spent outdoors is good for our health. In this book, Rebecca Cohen offers 365 prescriptions for healthier kids and healthier families."

Daphne Miller, MD

15 Minutes Outside
(Sourcebooks)

"We have challenged our teachers to use 15 Minutes Outside as a guide for their daily outdoor activities."

- Paula Shapiro, Director of Curriculum
Village Green Day School

