



Million Baby Crawl

Million Baby Crawl – Campaign Background

Background: Seventh Generation, the leading brand of safe and eco-friendly household products, in partnership with Safer Chemicals Healthy Families, is launching an engaging grassroots campaign to raise awareness and action in support of toxic chemical reform and to help influence the passage of this important legislation.

Our Goals:

- Raise consumer awareness of this important issue
- Enlist an impressive number of supporters
- Help influence the passage of the legislation
- Introduce Seventh Generation as a partner in protecting what matters most to each of us – the safety and wellness of our families

Campaign Concept: *The Million Baby Crawl*

Babies are starting a movement demanding much-needed reform in the regulation of toxic chemicals. They're fed up with lack of attention to this issue that impacts their health and safety – they've had enough and they're mobilizing!





Million Baby Crawl – Digital Experience

Objectives:

- Capture people's attention with an entertaining experience
- Educate them about the need for toxic chemical reform
- Engage them in the movement
- Enlist them to spread the word and mobilize others

MillionBabyCrawl.com: an interactive experience that serves as the hub of the movement

- **Experience:** Engaging experience that includes grassroots videos and a fun & interactive crawler experience
- **Educate:** Robust content and action opportunities, developed with Safer Chemicals Healthy Families
- **Engage:** Opportunity to join the crawl; add a customized crawler to the movement, write your own soapbox speech
- **Enlist:** Share the site, videos, and your crawler with your friends using Email, Facebook, or Twitter

Million Baby Crawl – Digital Experience Site Look & Feel

MILLION
BABY
CRAWL

WE CANNOT STAND, BUT WE STAND FOR SOMETHING.

Babies everywhere are crawling to Washington to say "no" to toxic chemicals found in our homes. Join the crawl and help Seventh Generation, maker of naturally safe and effective household products, demand toxic chemical policy reform from Congress. [LEARN MORE >](#)

JOIN THE CRAWL!

13,116
TOTAL CRAWLERS



CREATE
A CRAWLER

FIND
A CRAWLER

SPREAD
THE WORD



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REFORMING TOXIC
CHEMICAL POLICY >

VIDEOS FROM
THE CRAWL >



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www.seventhgeneration.com/million-baby-crawl