

For Immediate Release

Contact:

[team@savvywomensalliance.org](mailto:team@savvywomensalliance.org)

508 364 2649

SAVVY WOMEN'S ALLIANCE LAUNCHES NATIONALLY  
TO TAKE NONTOXIC LIVING MAINSTREAM

*Nonprofit aims to educate and empower mainstream women to take action on toxics*

Savvy Women's Alliance officially launches in January 2018 to connect mainstream women to the environmental health movement, with the ultimate goal of creating the tipping point in the tide of citizens calling for safe food and products free from toxic chemicals that harm human health.

The [Savvy Women's Alliance](#) is a first-of-its-kind nationwide organization dedicated to leading and nurturing mainstream women who are curious and new to nontoxic living, and mentoring powerful agents of change. The organization's model is a cutting-edge combination of online social forums with real face-to-face chapters designed to unite, educate, nurture, and ignite women to make informed decisions leading to healthier lifestyles and a healthier world.

"The Savvy Women's Alliance contributes to tipping the scales of the environmental health movement," said Kristi Marsh, founder and executive director of the Savvy Women's Alliance. "By reaching deep into the curious mainstream and offering them a safe, encouraging community to learn, and tools they need to make change, we'll shift healthy and nontoxic living to a new norm."

Diagnosed with aggressive breast cancer at age thirty-five, with three young children at home, Marsh became aware of the links between toxic chemicals in food and products and cancer, reproductive harm, hormone disruption, developmental problems, infertility, and a host of other health impacts. She has since risen to become a nationally recognized and celebrated advocate for women's environmental health.

"As I learned and made changes in my own home and with my family, I wanted to take it to another level," said Marsh. "I wanted to take action to eliminate these chemicals for good, but I needed support in figuring out how to do that. This is why I launched Savvy: we ensure that every woman who wants to learn, participate, and make a difference - whether a beginner or passionate change maker - has a home to do just that."

The local Savvy Women's Alliance chapter is designed for women beginning down a similar path: from women who would like to learn alongside others, or those who are battling breast cancer or fertility problems or whose children have inexplicable health problems, to women simply looking for what's actually safe to use in their homes.

The Savvy Women's Alliance prides themselves on answering the questions like "Where should I start?," "What should I use?," and "What do I need to know?" It then moves members as far up the ladder in making change as they want to go, from switching to healthy products all the way up to testifying on policies and participating in as leaders in the movement.

Women make up a powerful economic force, making 85% of consumer decisions in the average home.

"I designed the Savvy Women's Alliance to nurture women's strengths to truly make change in their own lives, the lives of their families, and on a bigger scale," said Marsh. "Savvy connects women eager to make a difference to a thriving community of change-makers; with companies making safe products and food so that they can flex their economic muscles to move the market; and with other nonprofits creating a safer and protective world. ."

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*About Savvy: The Savvy Women's Alliance is a nonprofit member-style association focused on exploring nontoxic living through enrichment and community, and shifting nontoxic living to the new mainstream norm.*

*About founder Kristi Marsh: After enduring chemotherapy and cancer as a young mom of three, Kristi Marsh skyrocketed to become one of our generation's leading advocates on the swelling topic of personal environmental health. She founded the organization Choose Wiser, authored the book Little Changes, and has spoken at numerous events from the Senate building in Washington D.C. to the Sustainable Cosmetics Summit.*