



Since 2009, Joey Feinstein (aka *FineRhyme*) has educated over 50,000 K-12 students about our shared environmental challenges and what we can do to address them. Building off science content around energy, climate and waste, his assemblies emphasize taking action on these issues and leverage the legacy of social movements throughout history to help inspire students to make a difference and achieve greatness. Student engagement is further amplified through “*Rap Ups*”: a unique approach to learning that blends the world’s most global cause and music.

## EDUCATE

Energetic, inter-disciplinary assemblies can be customized while meeting NGSS and CCSS. Available as single presentations or 3-part series, the year 1 sequence includes *Be the Change*, *Clean Energy Movement* and *What Did you do Once you Knew?* With content geared towards real world relevancy, student engagement and learning are maximized.



**Above: A NASA time lapse animation shows how global temperatures have changed since 1884.**

## INSPIRE

Real world content with a passionate delivery leads to learners who care. Combined with “Green Rap” rich in the powerful mnemonic prose of rhyme, students are inspired to apply what they’ve learned. Merging STEM with history and music creates an exciting learning environment and leaves students inspired to make a difference.



**Above: Students respond to a customized school chorus in the format of a freestyle rap.**

## ACHIEVE

Each presentation includes examples of what we can do to steward our earth and are adaptable to a particular school’s environment. From individual behavioral changes such as at home like recycling and biking to school wide initiatives (see next page) our goal is an impact that lasts a lifetime.



**Above: Students at Locke El. inspired to reduce plastic use, driven by personal consumption data.**

# ENVIRONMENTAL EDUCATION ENHANCEMENT



## PEDAL POWERED ASSEMBLIES

The two principals pictured at top left and right are generating electricity during an assembly by riding a one of a kind pedal powered generator. 1-2 pedalers are all that's require to comfortably provide 100% human powered sound for up to 600+ people. Nothing says student engagement like seeing their faculty and peers setting a healthy and positive example while having fun generating clean energy.



Above: Principal Fitzpatrick pedal powering an assembly.  
Below: Locke school was inspired to fundraise for their own pedal power system.

Above: How many water bottles we throw away every second in U.S.  
Below: Student response to the above statistic.



## GREEN SCHOOLS PROGRAM

To date, Joey has helped implement over 60 green school projects. Projects around solar energy, pedal power, the Plastic Challenge and more help develop STEM and critical thinking skillsets while making a positive environmental impact. For schools seeking to tap into and galvanize their green school spirit around bold goals, Joey has helped schools raise over \$150,000 for a medley of green school projects. Additionally, Joey raised more than \$1.3 million for sustainability in schools as the founder and E.D. of Climate Cycle.



*Joey's impact transformed our school more than any external partner ever has.  
~Principal John Fitzpatrick*

*For more information on programs, fees, and bringing Joey to your school, please contact him at:*

[joeyfinerhyme@gmail.com](mailto:joeyfinerhyme@gmail.com)  
**(312) 593-2933**

*Joey's presentations at my school inspired me to pursue environmental law at Georgetown.  
~Vicky Fernandez*