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From tweet to street: An idea to wear more dresses this summer started on social media and has become reality for a group of local women. From the left, Keeley Dunn, Kate O'Reilly, Nicole Weiler (in the tree), Meghan Wilker, Chelsea Brink, Kris Huson, Megan Gamble, Nicky Stein-Grohs, Laura Brown, Liz Bastian and Sasha Westin came to a "Tweet up" near St. Anthony Main.

## A change of clothes sparks a movement

**A group of local women — and men — are using social media as a platform to promote stylish summer dressing.**

By **SARA GLASSMAN** • sglassman@startribune.com

It was a bold move for a jeans-and-T-shirts girl. Earlier this spring, Nicole Weiler made a challenge to herself: She was going to wear dresses twice a week.

Weiler posted her resolve on Facebook: "Just made a solemn vow to wear more dresses this summer." That post got more than a dozen comments before one of her friends took the idea and ran.

Minneapolis florist Liz Bastian, already a fan of skirts and dresses, switched the conversation to Twitter. Bastian created the #summerofdresses Twitter feed, which turned Weiler's personal challenge into a public movement.

Meghan Wilker had met Weiler only briefly. But after reading the tweets on #summerofdresses, Wilker, who is a Web developer and blogger, was inspired to don a dress — and set up a blog for the go-girlie movement. The summerofdresses.com website functions as a collective blog with multiple contributors, where anyone can add a photo of themselves in a dress.

"It's about real women — not models — posting photos of themselves wearing stuff that makes them feel good," said Wilker. "I think women get a bad rap sometimes about cutting each other down, especially where appearance is concerned. And this site is the total opposite of that."

Dresses continues on E10 ▶



Summerofdapper.com is the male counterpart to summerofdresses.com. See Joshua Jorenby and others on page E10.

## Counties become gluttons for judgment

• An online project is playing with statistics to determine the impact of the seven deadly sins.

By **BILL WARD** • billward@startribune.com

The seven deadly sins: Few of us can name them, but most of us have fallen prey to one (if not all) of them at some time. Now we can blame it on our surroundings, thanks to a fascinating, fun new website.

County Sin Rankings (www.countysinrankings.org) aims to measure a locale's tendency toward gluttony, sloth, pride, greed, envy, wrath and lust. Just plug in, say, Hennepin County, and learn that there's a whole lotta greed and lust goin' on, but not so much envy.

Forum One Communications in Alexandria, Va., chose statistics from 23 categories compiled by the University of Wisconsin to represent each sin. Forum One managing director Andrew Cohen said his five-person team faced challenges along the way.

Lust, he said, came down to teen pregnancy rate vs. chlamydia incidence (the ultimate "winner").

"Envy was a hard one because what is envy, really?" said Cohen, whose team chose unemployment rate. "With pride, we chose high school dropouts only because there was not anything better. Pollution ozone days? No. Maybe liquor-store density?"

The statistics are displayed on color backgrounds from green (good) through red (not so hot). And while browsers can learn how prevalent wrath and sloth are in any U.S. county, comparisons should not cross state lines, Cohen said, because of different survey methodologies.

They also shouldn't be taken too seriously, Cohen said. "This is more like coffee-shop or taco-party conversation fodder." □

### FORGIVE US ...

Where the Twin Cities metro-area counties stand in the deadly sins rankings, according to www.countysinrankings.org:

The scale of good to bad:



COUNTY	PRIDE	GREED	ENVY	WRATH	LUST	GLUTTONY	SLOTH
HENNEPIN COUNTY	24%	47	5%	NA	423	23%	10%
RAMSEY COUNTY	19%	45	5%	NA	456	26%	11%
WRIGHT COUNTY	0%	35	6%	NA	109	27%	10%
ANOKA COUNTY	14%	36	6%	NA	210	28%	11%
CARVER COUNTY	0%	41	5%	NA	83	28%	9%
SCOTT COUNTY	15%	36	5%	NA	150	28%	7%
DAKOTA COUNTY	9%	39	5%	NA	205	26%	11%

## One piece at a time

• A Minneapolis neighborhood is a little spiffier, because one guy cares.

By **KIM ODE** • kimode@startribune.com

We've all seen what Gene Thompson saw, all felt the same strange mix of emotions he felt. Each spring, there's relief as the snowdrifts finally melt, but it's mingled with disgust at the sight of a smash-faced landscape laminated with fast-food wrappers, pop cans, store receipts and worse.

A few months ago, near where 42nd Street and 30th Avenue S. intersect in Minneapolis, Thompson found a bus stop littered with a winter's worth of bus transfers. Recently retired and with time on his hands, he picked them up. Then he looked farther down the street.

"I saw a few more pieces of trash," he said, thus explaining what's become a weekday routine in the Ericsson neighborhood that surrounds Lake Hiawatha. Each morning, Thompson, 64, leaves his house with two plastic shopping bags in hand. He doesn't always need both, but almost always fills one. Every day! It's astonishing, really, what we leave in our wake, whether at the speed of a footfall, or at 30 miles per hour.

"These are the ones that kind of get me," he said, flexing a sort of giant tweezer to snag a plastic bottle dropped less than 20 feet from a trash can. His greatest haul usually comes at the intersection of 42nd Street and 28th Avenue S., where there are four, count 'em, four receptacles, one on each corner.

Thompson continues on E5 ▶