



Media Advisory

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Save your energy for National Environmental Education Week

Students to get smart about power use in annual build up to Earth Day April 15-22

Washington, D.C.—April 15-22 marks the third annual National Environmental Education Week, and over 3 million students and 100,000 educators are expected to participate, culminating in 5,000 Earth Day service projects and 50 million hours in the week leading up to Earth Day. Environmental Education Week is launched by the National Environmental Education Foundation (NEEF), and sponsored by Canon U.S.A., Inc. Other partners include the Alliance to Save Energy, the National Arbor Day Foundation, the North American Association for Environmental Education, EarthEcho International, and dozens of other non-profit organizations and local, state, and federal agencies.

This year EE Week will focus on educating students on energy use. Nationally, students will engage in learning activities to discover the many ways they use energy every day, from charging their iPods, to displaying their favorite websites, to charging their cell phones. According to the Department of Energy, up to 10% of our home's energy can be saved, simply by turning off all appliances and chargers when not in use. Students will learn how carbon emissions from the energy waste can have a negative effect on the environment that we live in, polluting our lands, oceans, and our homes, but they will also learn simple tips to prevent this from happening.

Alexandra Cousteau, daughter of famed explorer and Cousteau documentary filmmaker, Philippe Cousteau Sr. will lead students at the New York High School for Environmental Studies (NYHSES) on a journey to find ways that they can help save both energy and the oceans everyday. "The ocean is the life support of the planet. Unfortunately, these beautiful bodies of water and other marine life are being destroyed by human energy waste that we can control. Everything you do makes a difference, and with EE Week we want to help teach students to make sure they are making a positive one," says Cousteau. Alexandra will participate in events and speak to classes at the NYHSES on April 16-17, and is available for interviews.

With concerns rising about global warming and energy-use in the media, environmental education is needed more than ever. A June 2006 MTV (http://pressroom.greenmediatoolshed.org/attached-files/0/93/9300/mtv_environment_poll.doc.html) reports teens think the environment is the most pressing problem they think they will have to face in their lifetime. "The last thing teens need is another worry, so let's engage them in something where they can feel they are making a difference," said Diane Wood, NEEF president, "The great thing about an energy focus is that students can grasp quickly how much they depend on energy and what they can do to best conserve it. Even better, they can measure their impact and multiply it further by engaging their families."

According to a 2005 study in California by the American Institutes for Research (<http://www.air.org/news/documents/Outdoorschoolreport.pdf>), students who participated in a week-long environmental education program demonstrated significant academic and social gains. Teachers noted a greater motivation to learn, improved classroom behavior, and a greater ability to resolve student-to-student conflicts and make decisions that benefited the environment.

Students at the New York High School for Environmental Studies appear to be doing better academically, as well. According to 2005 report cards there, they were more likely to score within the top 15 percent on math, history, and chemistry tests, and 97% of NYHSES graduates go on to college.

While there is an energy theme to this year's National Environmental Education Week, any activity that involves students learning about nature, science, and the environment is highly encouraged. The goal is to garner support for environmental learning and involve the public at schools, nature centers, museums, zoos, aquariums, and other community and non-profit organizations.

Other activities across the country will include:

- Author Jane Kirkland will be visiting four Philadelphia area schools and thousands of students at Highland Park Elementary School in Upper Darby, Greenwoods Charter School in Philadelphia, North Coventry Elementary in Pottstown, Pa., and Moorestown Friends School in Moorestown, N.J. At each school Jane will be performing a multimedia presentation "I Saw a Bald Eagle Soaring Over My Grocery Store," encouraging students to take regular 20-second Nature Breaks™ to observe nature.
- The Girl Scouts (Brownies, age 7-9) of Keene, N.H. are earning the EPA's Waterdrop Patch, as they visit the local wastewater treatment facility, and explore a tributary stream of the Black River, led by the director of Black River Action Team.
- Extracurricular ETC, in Silver Spring, Md., near Washington D.C will work in groups to clean up litter in the Long Branch community. They will use the litter and photographs to make a multimedia, 3D artwork for display in the Long Branch Library and Community Center the week before Earth Day.
- Nationally, students can also take the Alliance to Save Energy's 6 Degrees of Energy Efficiency Challenge, at www.sixdegreechallenge.org, to assess their own energy intelligence, and learn that simple changes like turning off power strips can save a great deal of energy while preserving a comfortable lifestyle.

Representatives from the Roger Tory Peterson Institute of Natural History are also partnering with NEEF to offer a photography contest during EE Week. An elementary school (K-4th grade), middle school (5-8th grade) and high school (9-12th grade) winner will be chosen for two categories of photos. Winning photographers will each receive a copy of a Peterson Field Guide to Natural History, and the six schools/organizations that they're associated with will each receive a digital camera donated by Canon U.S.A., Inc. For more information, visit www.EEweek.org/gallery_rules.htm.

Finally, EE Week is proud to announce its first annual Richard C. Bartlett Environmental Education award. This \$5,000 award is open to any 5th-12th grade outstanding teacher who has integrated environmental education into everyday teaching. Richard Bartlett served as the Foundation's chairman for eight years. This award honors him for his 100% commitment to conservation and dedication to advancing environmental education nationwide. **For nomination details and additional activities, curricula, and other resources for EE Week, go to www.EEWeek.org.**

Chartered by Congress in 1990, The National Environmental Education Foundation (NEEF), formerly known as the National Environmental Education & Training Foundation, is a private non-profit organization offering objective environmental information to help Americans live better every day. By forging public-private partnerships and working with professionals in health, education, public lands and media, NEEF connects the environment to everyday choices and actions so Americans can live well while protecting and enjoying nature. To learn more call (202) 833-2933 or visit www.neefusa.org.

Canon U.S.A., Inc., delivers consumer, business-to-business, and industrial imaging solutions. The company is listed as one of Fortune's Most Admired Companies in America and is on the 2006 BusinessWeek list of "Top 100 Brands." Its parent company, Canon Inc. (NYSE:CAJ), is a top patent holder of technology, ranking third overall in the U.S. in 2006†, with global revenues of \$34.9 billion. For more information, visit www.usa.canon.com.

The Alliance to Save Energy is a coalition of prominent business, government, environmental, and consumer leaders who promote the efficient and clean use of energy worldwide to benefit consumers, the environment, economy, and national security. For more, see www.ase.org.

The National Arbor Day Foundation is an organization dedicated to expanding awareness of the need for tree planting and care and promoting the planting and maintenance of trees through education and outreach. More at www.arborday.org.

† IFI Patent Intelligence, January 11, 2007