



April 9, 2007

EE Week Announces National Spokesperson

Alexandra Cousteau Promotes Environmental Learning and Protection of Oceans During EE Week

This year EE Week is proud to announce Alexandra Cousteau as our National Spokesperson. As co-founder of [EarthEcho International](#) and daughter of famed explorer and documentary filmmaker, Philippe Cousteau Sr., Alexandra is an avid supporter of environmental education. [Click here to listen](#) to her speak about her love of oceans and the need for environmental education.

As you know, Environmental Education (EE) is often lauded as an ideal way to integrate classroom curricula, stimulate the academic and social growth of young people, and promote the conservation of the natural environment. Research and case studies have shown that environmental education can help students to:

- Build critical thinking skills and foster leadership qualities,
- Become real-world problem-solvers and self-directed learners, and
- Improve academic performance across the curriculum

To learn more about the *Benefits of Environmental Education* [please click here](#).

Remember, EE Week 2007 is only a week away! For ideas on how to bring environmental education and its benefits into your classroom during National EE Week, go to www.EEWeek.org.

Change a Light, Change the World Campaign Reminder

Last week EE Week announced a special partnership with the *Change a Light, Change the World* campaign, a project of the U.S. EPA and Department of Energy's Energy Star Program. This year, in keeping with their Energy Theme, EE Week is proud to serve as a Pledge Driver for the *Change a Light* campaign, which encourages Americans to switch from conventional light bulbs to energy-efficient compact fluorescent bulbs (CFLs) in their homes, schools, and workplaces. You can do your part by encouraging your students to [Take the EE Week Change a Light Pledge](#) to switch at least one bulb in their homes or schools to a CFL.

If 100 EE Week students change at least one light bulb in their home or school to a CFL, we will collectively eliminate over 44,600 pounds of greenhouse gas emissions and save 28,200 kWh of energy. This is a great EE Week activity for both students and parents, and the *Change a Light* campaign has everything you need to bring energy education into the classroom. See their [Educator's Page](#) for lesson plans appropriate to your grade level.

New Environmental Education Curriculum

Meet the Greens'

EE Week invites you to check out a new, interactive website for children: Meet the Greens'. With this online guide to looking after the planet, kids can watch The Greens' cartoon adventures and discover related green games, news, downloads, a blog, action tips, and links, and much more. Meet the Greens' comes from WGBH in Boston, the producer of shows like ZOOM, ARTHUR, Frontline, and NOVA. For more information, go to www.MeetTheGreens.org.

Partner Spotlight

Discovery World at Pier Wisconsin

[Discovery World at Pier Wisconsin](#), a partner in National Environmental Education Week, is an educational non-profit located on the shores of Lake Michigan in Milwaukee, Wisconsin. In an effort to promote the conservation and protection of freshwater bodies of water, Discovery World operates the S/V Denis Sullivan, a re-creation of an 1880's-era three-masted schooner which plied the freshwaters of the Great Lakes at a time when schooners were commanded by hearty souls and nature's forces. Annually, the S/V Denis Sullivan travels over 18,000 nautical miles, promoting experiential education and the conservation of the Great Lakes.

On Saturday April 21 of National EE Week, from 10 am – 2 pm, the S/V Denis Sullivan will dock in Washington, D.C. for a special open-house for D.C.

educators, administrators, and non-profit representatives who are interested in learning more about the Sullivan's efforts in experiential education and freshwater conservation. The open-house will include a tour of the Sullivan's floating classroom. For more information on how to take advantage of this special event or to R.S.V.P., email Todd Brennan at tbrennan@discoveryworld.org.

Help Spread the Word About EE Week 2007

Interested in spreading the word about EE Week in your own community? Check out our new [Promotions Page](#) to download our 2007 Logo, PDF versions of our Promotional Fliers, and recent press releases. Go to www.eeweek.org/promotion.htm for more information.

About the National Environmental Education Foundation

Chartered by Congress in 1990, the National Environmental Education Foundation (NEEF), formally known as the National Environmental Education & Training Foundation, is a private non-profit organization dedicated to the strategic advancement of environmental literacy and education in its many forms. Since 2004, NEEF has coordinated the implementation of National Environmental Education Week, a weeklong event designed to increase the educational impact of Earth Day by creating a full week of educational preparation, learning, and activities in K-12 classrooms, nature centers, zoos, museums, and aquariums.

If you have received this email in error or do not wish to receive future emails, please follow the Safe Unsubscribe instructions at the bottom of this email.

Canon

National Environmental Education Week is made possible by

Email: eeweek@neetf.org

Phone: (202) 261-6484

Website: <http://www.eeweek.org>