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**FOR IMMEDIATE RELEASE**

**JANET MILKMAN TO LEAD ENVIRONMENTAL NON-PROFIT**  
New president brings commitment to environment and solid management record

PHILADELPHIA, PA ó April 30, 2007 ó The Future of Life, a non-profit organization working to preserve life on earth for all species, has named Janet Milkman, former President and CEO of 10,000 Friends of Pennsylvania, as President.

With Milkman's appointment, this ambitious organization is well positioned to pursue its Trees for the 21<sup>st</sup> Century initiative. In the initial phase of this partnership with the Girl Scouts of the USA, The Future of Life celebrates 95 years of girl scouting by donating 95 trees to each of the 300 Girl Scout councils in the United States. This is part of a larger goal to plant a billion trees over the next ten years.

“Janet's leadership marks an incredible combination of opportunities for us,” said The Future of Life Board of Trustees Chairman Bernard J. David, a technology entrepreneur, author, and current director of the Zallinger/David Foundation.

“We have a president with a lifelong commitment to the environment and a deep professional background in non-profit management,” David said. “We have an exciting new partnership with the Girl Scouts that is part of our goal to plant one billion trees in 10 years. And we are working in a time of renewed and growing international support for protecting the environment.”

Milkman said she looks forward to building a diverse coalition committed to sustainability and conservation, particularly by taking the message to children.

“The Future of Life, through its Trees for the 21<sup>st</sup> Century program, is teaching children how to become better stewards of the earth's resources,” Milkman said. “It's so crucial to help young people understand the value of our environment and empower a new generation to protect life for all species.”

Milkman led the smart growth advocacy group 10,000 Friends of Pennsylvania as president and CEO since September 2003. During that time, she grew the organization's one office to three and its budget from \$600,000 to \$2 million. Also during Milkman's leadership, 10,000 Friends of Pennsylvania partnered with the Brookings Institution on the *Back to Prosperity* report on Pennsylvania's competitiveness and became the statewide voice for smart land use and development. Milkman brings two decades of experience as a manager in other non-profit entities, including the Energy Cooperative of Pennsylvania, the University of Pennsylvania's Center for Greater Philadelphia, New

Jersey Future, Minnesotans for an Energy-Efficient Economy, and the New Jersey Office of the Regional Plan Association.

The Future of Life's tree planting program has begun with the Girl Scouts of the USA. The program, Trees for the 21<sup>st</sup> Century<sup>TM</sup> teaches girls to appreciate the impact of tree planting on the earth's ecosystems and climate change, understand the role that trees play in improving the quality of water and habitat, and learn how to successfully plant a tree and nurture its growth. The Future of Life plans to replicate this partnership model with other interested youth organizations both nationally and internationally.

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**About Future of Life, Inc.:** The Future of Life, Inc. ( FOL) is a Delaware chartered 501(c) (3) non-profit organization whose mission is to help ensure that there is a future of life on earth for all species. FOL believes that success toward this goal can be initiated, measured, and replicated if its programs (a) educate young people with a curriculum of scientifically based environmental knowledge, (b) encourage them to take actions which will help advance the mission, and (c) engage them in sustainable activities which can be repeated and enlarged as they grow in knowledge and capacity. To begin, FOL has developed a national partnership with the Girl Scouts of the USA, which ultimately will include more than two million young women. FOL has begun with two related programs: Improve Your Footprint and Trees for the 21st Century. For more information on the Future of Life, visit [www.futureoflife.org](http://www.futureoflife.org).