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FOR IMMEDIATE RELEASE

The Future of Life, Inc. is Now ERTHNXT

Philadelphia, PA As of July 2008, the non-profit organization The Future of Life, Inc. starts a new chapter as ERTHNXT. ERTHNXT's mission is to help ensure the future of life on earth for all species through programs that help children and youth learn about and protect the environment.

"The Future of Life has illustrious origins - from a seminal E.O. Wilson book by the same name – however, many still misinterpreted what we were about," said Bernard David, founder and board chair. "After much consideration, The Future of Life's board of directors and staff decided to give ourselves a new name while we are still a young organization."

"ERTHNXT communicates the idea that our priority for the future is Earth, and implies a sense of urgency that is imperative for conserving our planet," said ERTHNXT's President, Janet Milkman. "In addition, we think that the name will appeal to our audience – the "texting" generation. The tagline, 'One Planet. One Future. Send the Message.' reinforces this position. Our logo shows the Earth and Moon, symbolizing our home in the solar system; the only home with the exact conditions required to support life. Our four color palette represents Earth's seasons."

ERTHNXT's new identity was created by the New York-based Carbone Smolan Agency, the creative force behind some of the world's most celebrated brands.

ERTHNXT provides fun, science-based, outdoor-oriented and hands-on environmental programs for children and youth organizations, schools, and families. Through national and local partnerships with Girl Scouts of the USA, Boys and Girls Clubs, and others, ERTHNXT aims to help create a generation of environmental stewards.

For more information, please go to www.erthnxt.org

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