

News Release

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TREES FOR THE 21ST CENTURY ENDORSED BY NATIONAL FORUM ON CHILDREN AND NATURE

Philadelphia, November 12, 2008 – ERTHNXT’s Trees for the 21st Century program received endorsement from the National Forum on Children and Nature as one of 30 projects nationwide that demonstrate new and creative ways to reconnect kids with nature.

Trees for the 21st Century provides an easy-to-use tree-planting and education toolkit, with science-based activities, designed for adults working with groups of kids ages 6 to 18. With its inaugural partner, the Girl Scouts, ERTHNXT introduced 30,000 school-age girls in 47 states to the fun—and science—of planting and caring for trees.

“Our program aims to help create a generation of stewards for the planet by helping them learn more, care more, and do more to protect their environment,” said Bernard David, founder and Chairman of ERTHNXT’s Board of Directors.

Now, Trees for the 21st Century is poised to expand. In a new partnership, the nonprofit [America’s Promise Alliance](#) will promote the program to other children and youth organizations, offering Trees for the 21st Century to whole new audience of kids nationwide.

To empower today’s tech-savvy kids as stewards of the environment, the program also proposes to create an interactive online platform. With personalized and interactive websites that invite kids to log the number of trees planted, trade stories about their experiences, track tree growth and display an electronic tree badge, this expansion would provide the tools kids use everyday, engaging them and their friends in a new online community.

Children have a basic right to a healthy, whole childhood. Despite major advances in medicine, education and other fields, however, kids today are developing chronic health conditions--such as obesity and depression—earlier and more frequently than ever before. Growing evidence links the decline in children’s health, in part, to their disconnect with nature, including less active time outdoors.

Recognizing an urgent need to reconnect kids with nature, The Conservation Fund launched the National Forum on Children and Nature in 2007. The Forum includes 51 dynamic public and private leaders and is chaired by Governors M. Jodi Rell (CT), Edward Rendell (PA), Mark Sanford (SC) and Brian Schweitzer (MT), with honorary co-chair Richard Louv, bestselling

author of “Last Child in the Woods.” The mayors of Los Angeles, Houston and Chicago are Forum members, as are the CEOs of The North Face, REI and the National Audubon Society, among other organizations.

Over the past year, the Forum received 560 proposals from projects seeking endorsement. Forum advisory panels culled the best ideas for investment in children’s health through nature, particularly in the areas of education, technology and community. Ultimately, the Forum endorsed 30 projects, based on their relevance, impact and sustainability. Trees for the 21st Century is one of these 30.

“The National Forum on Children and Nature proudly endorses Trees for the 21st Century for its vision, creativity and commitment to the well-being of future generations,” said Larry Selzer, president and CEO of The Conservation Fund. “Collectively and individually, these demonstration projects are a platform for advocating for change locally and nationally.”

By endorsing these projects, the Forum commits to raising visibility and support for them. To learn more about the Forum and projects, see www.forum-on-children-and-nature.org.

In addition to working with The Conservation Fund, Trees for the 21st Century is partnering with [America’s Promise Alliance](#) (the Alliance) to help connect more young people with the program. The Alliance has agreed to promote the program to the more than 240 children and youth organizations that comprise the organization.

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About EARTHNEXT

ERTHNEXT is a national non-profit organization working to protect the future on earth for all species through programs that help children and youth learn about and protect the environment. ERTHNEXT 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, ERTHNEXT aims to help create a generation of environmental stewards. ERTHNEXT’s flagship program, **Trees for the 21st Century**, is a unique educational and tree-planting program for children ages 6 to 18, involving science-based learning, tree-planting, and ongoing stewardship activities. www.earthnext.org

About The Conservation Fund

The Conservation Fund is the nation’s foremost environmental nonprofit dedicated to protecting America’s land and water legacy for current and future generations. Seeking innovative conservation solutions for the 21st century, the Fund works to integrate economic and environmental goals. Since its founding in 1985, the Fund has helped its partners safeguard wildlife habitat, working landscapes, community “greenspace” and historic sites totaling more than 6 million acres. With 1% fundraising costs and 97% program allocation, The Conservation Fund is recognized as the nation’s top-rated environmental nonprofit by both the American Institute of Philanthropy and Charity Navigator. www.ConservationFund.org