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**Sent:** Tuesday, February 20, 2007 11:07 AM  
**To:** NancyGeorg@aol.com; Josette; gaileaton@palmbeachzoo.org  
**Cc:** Susanna Laurenti  
**Subject:** Draft #2 - Press Conference Media Alert

## **MEDIA ALERT**

# **CHILDREN IN CRISIS!**

## **Saving Our Kids from Nature-Deficit Disorder**

**An Important Press Conference with [RICHARD LOUV](#)  
Author of 'Last Child in the Woods'**

**Hosted by the Arthur R. Marshall Foundation & the Palm Beach Zoo  
Friday, March 2 - 10 a.m.**

### **WHAT:**

Remember when kids played outdoors after school, on weekends and all day long during the summer? Playing ball in the vacant lot down the block, climbing trees, exploring nearby fields, hiking and fishing with friends...

Today's young people are house-bound, plopped in front of a TV or computer, growing fatter and more lethargic, completely disconnected from their natural environment.

Expert insight and solutions to this worsening generational crisis will be offered at an important **PRESS CONFERENCE**, hosted by the **Arthur R. Marshall Foundation** and the **Palm Beach Zoo**.

### **WHEN:**

**Friday, March 2 - 10 a.m.**

### **WHERE:**

**Palm Beach Zoo - Tropics Café Deck  
1301 Summit Boulevard in West Palm Beach**

### **WHO:**

Speaking at this critical press conference will be:

+ **Richard Louv**, author of the groundbreaking book *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*

### **QUOTE FROM *LAST CHILD IN THE WOODS*:**

"Just as children need good nutrition and adequate sleep, they may very well need contact with nature. Reducing (Nature Deficit Disorder) -- healing the broken bond between our young and nature -- is in our self-interest, not

only because aesthetics or justice demands it, but also because our mental, physical and spiritual health depends upon it. The health of the earth is at stake as well.”

### **About the Arthur R. Marshall Foundation:**

Founded in 1998, the Marshall Foundation has three goals:

- + Restoring original plant life and water flow patterns to the greater Everglades ecosystem.
- + Educating young people and the public about Everglades ecology.
- + Delivering the message of restoration to as many people as possible through comprehensive public outreach programs.

The Marshall Foundation is based on the principles of **Arthur R. Marshall** (1919-1985). Named “Conservationist of the Decade” in 1985 by the Florida National Wildlife Federation, Art Marshall was a nationally recognized conservationist and crusader for the Florida Everglades. He received the original funding for the Foundation in 1982 from his friend and colleague **Marjory Stoneman Douglas**, the undisputed “First Lady of the Everglades.” Art’s nephew, **John Arthur Marshall**, heads the non-profit organization today.

In addition to the River of Grass Gala, the Marshall Foundation sponsors numerous eco-friendly events including an annual Cypress Harvest and up to six tree-planting events every spring throughout Palm Beach County. For more information about the Marshall Foundation, please call **561.805.8733** or visit [www.artmarshall.org](http://www.artmarshall.org).

### **About the Palm Beach Zoo:**

The Palm Beach Zoo is a non profit zoological organization located at Dreher Park in West Palm Beach, housing over 1,500 animals within 23 acres of lush tropical habitat. Its mission is to provide an open-air classroom of living creatures to foster awareness, appreciation and respect for the natural world.

### **MEDIA CONTACTS:**

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