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ENVIRONMENTAL EDUCATION TAKES A FRONT ROW SEAT IN HIGH SCHOOL CLASSROOMS

26 teachers nationwide receive funding from The National Environmental Education Foundation and The Weather Channel to infuse environmental education into classrooms

WASHINGTON - October 2, 2008 – The National Environmental Education Foundation (NEEF) in partnership with The Weather Channel® announced today the 26 winners of the Classroom Earth High School Challenge. Beginning in April, the Challenge asked high school teachers from around the country to submit their most innovative plans for ways to include environmental themes into a single course or in multiple subject areas, such as Math, English and even Art History, and awarded professional development grants to teachers new to the environmental education field.

“Our commitment is to support the efforts of teachers and educators everywhere in better understanding weather, climate and the environment,” said Lynn Brindell, EVP of strategic marketing at The Weather Channel.

The Classroom Earth High School Challenge is the first component of a larger program, Classroom Earth www.neefusa.org/programs/classroom_earth, designed to increase the environmental literacy of high school students. “If we want students to be ready to take on the environmental challenges our world is facing, we’ve got to provide our teachers with the resources they need to engage students now,” said Diane Wood, President, National Environmental Education Foundation. “And that is exactly what Classroom Earth is all about.”

The program will launch two Web sites later this year – one exclusively for teachers and the other geared to students. Both sites will provide cutting-edge resources and technology to help students and teachers make environmental education fun, hip *and* relevant to high school curricula. Classroomearth.org will launch in the early part of November.

Submissions to the Classroom Earth High School Challenge varied from habitat restoration to energy conservation. In Washington State, for instance, a Science teacher has plans to create a habitat garden at her school designed to attract hummingbirds, butterflies and songbirds, so that field trips for ecosystem studies can happen on campus. A teacher in New York State will use an infrared camera to identify heat leaks in the homes of elderly community members, adding a service learning component to classroom study of energy conservation. Check out www.neefusa.org/programs/classroom_earth to browse the full list of winners and their submissions.

"The Classroom Earth High School Challenge is just the first in a series of opportunities that will help bring environmental education into the classroom in completely new ways," stated Karen Heys, Senior Director of Education at NEEF.

"I'm delighted to have been selected as one of the 26 winners of the National High School Challenge," said Genevieve Goldstein from Pajaro Valley High School in Watsonville, CA. "I believe environmental education is absolutely critical to any student's education – with this grant our school is able to make it a priority."

For details about the Classroom Earth High School Challenge winners, and for more information about our newest program, Classroom Earth, please visit www.neefusa.org/programs/classroom_earth.

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About Classroom Earth

The National Environmental Education Foundation, in partnership with The Weather Channel, has launched Classroom Earth, a program designed to enhance and strengthen environmental education in high school classrooms nationwide. By harnessing the expertise and passion of teachers and students around the country, Classroom Earth will enrich the high school curriculum by encouraging the inclusion of environmental education into all high school subjects - from biology to art - and make it easier for teachers to access best practices online. The primary goal of the program is to increase the environmental literacy of high school students and to provide models for including environmental education in high school classrooms through the Web. For more information, visit www.neefusa.org/programs/classroom_earth.

About the National Environmental Education Foundation

The National Environmental Education Foundation provides objective environmental information to help Americans live better every day. We work with professionals in health, education, public lands and media to connect the environment to everyday choices and actions so the public can live well while protecting and enjoying the environment. Through our signature programs like National Public Lands Day, National Environmental Education Week, Earth Gauge®, and the Pediatric Environmental History Initiative, the National Environmental Education Foundation offers Americans knowledge to live by. To learn more, call (202) 833-2933 or visit www.neefusa.org.

About The Weather Channel

The Weather Channel, a 24-hour weather network, is seen in more than 98 million U.S. households. The Weather Channel reaches more than 38 million unique users online per month through weather.com and products including The Weather Channel Desktop, making it the most popular source of online weather, news and information according to Nielsen//Net Ratings. The Weather Channel also operates The Weather Channel HD; Weatherscan, a 24-hour, all-local weather network; The Weather Channel Radio Network; The Weather Channel Newspaper Services; and is the leading weather information provider for emerging technologies. This includes broadband and interactive television applications and wireless weather products including the most popular content site on the Mobile Web. In September 2008, The Weather Channel Companies were purchased by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

A leader in the area of climate change and the environment, The Weather Channel airs Forecast Earth, an original weekly program where climate news meets green living, each Saturday and Sunday at 5 p.m., 7 p.m., and 1 a.m. ET. The television show and its [Web site](http://www.weather.com/forecastearth) enable viewers to become even more knowledgeable about environmental issues and what they can do to make a difference. For more information, visit www.weather.com/forecastearth.