



OUR MEDIA BUILDS COMMUNITIES.

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MARYLAND GREEN SCHOOLS EFFORT SALUTED IN PBS DOCUMENTARY EARTH DAY PREMIERE IS A “GREEN CARPET EVENT”

College Park, MD. – In honor of Earth Day and the role that the Maryland Green School Program has played in the burgeoning national green schools movement, a special Earth Day premiere of the PBS World documentary “Growing Greener Schools” will be held at the UMUC Marriott Inn in College Park, April 22 from 4:30-7 PM. Attendees will be feted with complimentary organic beers, wines and Hors’ d’ourves.

“Growing Greener Schools” takes the first national, comprehensive look at the green schools movement in the United States. It includes several segments focusing on the Maryland Association for Environmental and Outdoor Education’s Green School Program. By the time the program airs – the number of Maryland Green Schools certified through this program will total 17% of all public and private schools in the state.

Co-sponsors of the event are the Maryland Association for Environmental and Outdoor Education (MPEOE), the UMUC Marriott Inn (the first LEED Certified Hotel in North America), and the Media & Policy Center of Santa Monica, California, the producers of the documentary. The Center’s Dale Bell and Harry Wiland, producers and directors of the film, are scheduled to attend.

“We are delighted to have this opportunity to premiere this special documentary,” says Bronwyn Mitchell, executive director of MAEOE and one of the Maryland participants featured in the film. “This film shows that the power of green schools lies in its ability to

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empower students and communities. No longer passive, education becomes the active pursuit whereby knowledge is practically applied by the students to solve real world problems. What is most compelling is the breadth of initiatives here and across the country that are doable for anyone wanting to develop a green curriculum.”

The Media & Policy Center, co-founded by Mr. Bell and Mr. Wiland, uses a unique blend of media to create social change.

“Once the show airs,” says Mr. Wiland, “the next phase of our effort kicks in with our new Growing Greener Schools website. It is the first website, of which we know, that will be a national clearinghouse of information for every teacher, administrator, parent, student, facilities chief or architect to gather knowledge and share best practices.”

The site, www.growinggreenschools.com , is also home to the new Green Schools Magazine, the first on-line magazine covering the movement.

“We created the Center to ensure grassroots advocacy on the issues we cover in our TV shows,” says Mr. Bell. “With help from colleagues like Ms. Mitchell and the UMUC Marriott Inn, our efforts in Maryland have gained a strength of partnership for which we are very grateful.”

Hosting the event is the Marriott Inn & Conference Center, University of Maryland, University College (UMUC), North America’s first LEED certified lodging. “We are always proud to partner with other green focused organizations,” says General Manager Michael McCarthy. “We welcome such events to reinforce the importance of a green community for everyone, especially our children.”

Seating for the event is limited so please RSVP to: pcampbell@umuc.edu.

ABOUT MAEOE: Founded in 1985, the Maryland Association for Environmental and Outdoor Education is a 501(c)3 non-profit organization which seeks to develop a Maryland citizenry that understands and is engaged in responsible environmental behavior and stewardship by training and supporting Maryland educators. www.maeoe.org.