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PLANET EARTH GETS WELL AND EARTH DAY NETWORK LAUNCH 2010 STUDENT CLIMATE CHANGE SOLUTIONS CONTEST

Teaching Students Ages 4-9 the Importance of Environmental Awareness

WEST HARTFORD, Conn., September 9, 2009 -

Planet Earth Gets Well

(<http://www.planeteearthgetswell.com/>), a book which addresses environmental concerns in a child-friendly format, is partnering with Earth Day Network (<http://www.earthday.net/node/12>) to promote the 2010 Student Climate Change Solutions Contest in schools across the country. The Contest commenced on August 1, 2009 and concludes on October 23, 2009. Two winners will be announced on November 2, 2009. Targeted to children ages 4-9, a sector of the market where there is a void in materials which promote environmental awareness, the book serves as the centerpiece of the contest helping Earth Day Network expand its reach to new audience members in preparation for the 40th anniversary of Earth Day, to be celebrated in April 2010. "As we approach the 40th anniversary of Earth Day, we are excited to share these educational opportunities with our younger audience to engage them in climate change solutions," explains Brenna Holzhauer, Education Coordinator at Earth Day Network.

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The 2010 Student Climate Change Solutions Contest encourages teachers in grades K-4 to read *Planet Earth Gets Well* with their students and to utilize a related lesson plan to introduce age-appropriate concepts surrounding climate change. The book is currently offered at a discount to teachers by visiting <http://www.planeteearthgetswell.com/> and a lesson plan is available for free download from the Earth Day Network's Educators' Network at <http://www.earthday.net/climatechangesolutionscontest>. There is also a poster contest for students aimed at resolving climate change. The contest, free educational resources and teacher-discounted book are a perfect back-to-school activity to get students thinking about climate change and solutions as they approach Earth Day 2010 later this school year.

Selected by the Earth Day Network's Education Department, the two winners of the 2010 Student Climate Change Solutions Contest will be celebrated as exemplary members of The Green Generation™ (<http://www.earthday.net/greengeneration>). The winning students will also receive a prize package including a signed copy of *Planet Earth Gets Well*, a t-shirt, a poster and a copy of the *Planet Earth* DVD set as well as an autographed Earth Day poster for the teacher's classroom. Winners will be announced through the Earth Day Network's education page in the Earth Day Network's Educators' Network newsletter and on the *Planet Earth Gets Well* website (<http://www.planeteearthgetswell.com/>), Facebook page and on Twitter (@planetearthwell). The winning students will receive a prize package including a signed copy of *Planet Earth Gets Well*, a t-shirt, a poster and a copy of the *Planet Earth* DVD set as well as an autographed Earth Day poster for the teacher's classroom.

Planet Earth Gets Well is based on the author Madeline Kaplan's understanding that future generations must be prepared to preserve their planet and its resources. Full-color illustrations garnish every other page of this creative metaphor in which Planet Earth has a fever—global warming—and to make him healthy again, his human friends must listen to the advice of Earth's mother. Ms. Kaplan says that, "The relationship between the health of the planet and the people that live on it is clearly demonstrated for young readers, promoting this awareness as part of their earliest understanding of the world in which they live. I am extremely pleased to partner with Earth Day Network to further promote this awareness."

Planet Earth Gets Well also partners with Eco-Libris (<http://www.ecolibris.net/>), a green business that works with book readers, publishers, authors, and others in the book industry to balance out the paper used for books by planting trees. Customers receive a sticker made of recycled paper for every book they balance out saying "One tree planted for this book" and can later display these stickers on their books' sleeves.

Just as today's children are born into a high-tech society, they also inherit many serious environmental concerns. *Planet Earth Gets Well* promotes responsibility along with a positive message that adults will be able to pass onto children at an early age, creating an eco-friendly and proactive generation.

The official contest guidelines for the 2010 Student Climate Change Solutions Contest are available at <http://www.earthday.net/climatechangesolutionscontest>. For more information, please contact Brenna Holzhauer at holzhauer@earthday.net.

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