

You are cordially invited

to the launch of the Get to Know Program in California at 9:30 a.m. on
June 25th, 2009.

This event will showcase an unprecedented national environmental education collaboration between the Robert Bateman Get to Know Program, the USDA Forest Service, the U.S. Fish and Wildlife Service, the National Wildlife Federation, and the Children & Nature Network. The event will be held at the Audubon Center Debs Park in East LA, a special park developed to reconnect underserved urban youth with nature. Location is **4700 North Griffin Ave, Los Angeles, CA, 90031.**



Getting to Know
by Robert Bateman

BACKGROUND: *The Robert Bateman Get to Know Program has been inspiring connections between children and nature for nearly a decade.*



The problem, as Robert Bateman describes it, is that we live in a society where youth recognize 1,000 corporate logos and fewer than 10 species of wildlife found in their communities. The United States Forest Service, the U.S. Fish and Wildlife Service, the Children & Nature Network, and the National Wildlife Federation want to turn these numbers around. In short, our leading federal agencies and national non-profit organizations are working to facilitate young people connecting with nature, as this is an important first step towards raising a generation who will care for the Earth's well being.



The Robert Bateman Get to Know Program wants young people to spend more time outdoors. This is particularly important in this day and age as youth continue to abandon outdoor experiences for those they can participate in from within the home. This detachment from nature, and resulting sedentary lifestyle, can have a negative effect on the development of children.



MEDIA ABSTRACT: The Get to Know Program, an exciting environmental education program that uses the creative arts and an artistic contest to reconnect youth with their local "neighbors" of other species, is now coming to Southern California.

Working with local school districts and teachers, and spearheaded by renowned wildlife artist Robert Bateman, the Get to Know Program will provide environmental education opportunities across the entire Southern California region. This unique program is a partnership between prominent national organizations, including the US Forest Service, the US Fish and Wildlife Service, the National Wildlife Federation, and the Children and Nature Network. Come hear descriptions of this new initiative from leading educators, politicians, and environmental advocates. In addition, the morning will feature presentations on the importance of Get to Know from the perspective of Southern California youth. **Media Contact: Brian Harris, US Forest Service, 858-674-2984.**



*Refreshments will be served. This event is made possible by premier sponsor Southern California Edison.

