

For Immediate Release
October 29, 2007

Media Contact:

Jill Buck, Go Green Initiative

(925) 487-0042

jillbuck@gogreeninitiative.org

International Earth Summit Draws Hundreds to San Jose

SAN JOSE, CALIFORNIA - The Go Green Initiative, an international environmental education organization, is hosting its third annual Earth Summit in San Jose, California on November 2nd-3rd. The City of San Jose is co-hosting the event, and will be named the first "International Go Green City of the Year." The event will feature nationally recognized speakers such as Faber Dewar, star of The Learning Channel's very popular series, "Trading Spaces." Educators will learn more ways methods of incorporating "green" concepts into the classroom.

"If you are involved in environmental education, you don't want to miss this event," says GGI founder and executive director, Jill Buck. "We'll have speakers from around the nation and world who are coming just to help schools do an even better job of educating our youth about being responsible stewards of our environment."

In addition to Dewar, other speakers will include:

- Edwin Pinero, the White House's Federal Environmental Executive, will conduct a town hall session on "How the Federal Government supports schools that "Go Green".
- Darlene Ayers-Johnson, Senior Advisor to the Pacific Rim Regional Administrator will speak on "How to Create a Healthy Learning Environment for Children: LEED certification for Schools."
- Michael Levine, one of Hollywood's most respected executives, has been responsible for public relations campaigns for, among others, Michael Jackson, Barbra Streisand, Charlton Heston, Demi Moore and Michael J. Fox. Levine will give a presentation entitled: "Bringing the Go Green Initiative Home: Using the Media and Messaging to Persuade Your Community to "go green."

Buck encourages teachers, students, parents, school administrators, custodians, government officials, industry representatives and the media to attend the event. People from 14 states and the District of Columbia attended the 2006 Earth Summit.

"There is so much to do and learn at the Earth Summit," said Buck. "We'll have experts from the public and private sector there to answer questions, GGI "veterans" will share ways they've

found to acquire grants and other funding to finance their Go Green Goals and we'll have exhibits featuring the latest products and services to help teachers and students make their school 'green'."

For more information about the Summit, please visit
www.gogreeninitiative.org/earthsummit2007

About the Go Green Initiative

The Go Green Initiative is the nation's fastest growing fully comprehensive environmental action plan for schools. By promoting environmental stewardship on campuses from elementary schools through universities, Go Green works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by eight State PTA Boards, implemented in 46 states and over 850 schools, along with schools in Europe, Mexico, Indonesia, and Africa. Globally, there are over 1 million students and 75,000 teachers involved in Go Green Initiative schools.

###