

For Immediate Release

Contact: Susan L. Williams, APR, MA
Susan Williams & Associates
610/366-2155
suewill@ptd.net
Christopher M. Kocher
Wildlands Conservancy
610/965-4397 ext. 23
ckocher@wildlandspa.org



Celebrate Earth Day with Hiking, Shopping...and a Movie.

(Emmaus, PA, April 5, 2007)–Celebrate Earth Day on Sunday, April 22, 2007 with hiking, shopping...and a movie, a very important movie. The Wildlands Conservancy has teamed up with local companies, Al Gore’s Climate project, the Lehigh Valley Zoological Society, Clothesline Organics and other Southside Bethlehem merchants to promote this day with activities that are both entertaining and meaningful. The Conservancy’s Education Department is also offering family activities at the Pool Wildlife Sanctuary, Emmaus.

“Every day is Earth Day,” says Chris Kocher, Wildlands president, “but it is important to take one special day and focus our energies and thoughts on the importance of protecting our planet.”

Free Screening of “An Inconvenient Truth” at Macungie Institute

Celebrate Earth Day with the award-winning movie that makes a poignant statement about climate change and the future of our planet. Al Gore’s “An Inconvenient Truth,” will be shown at the Macungie Institute, 510 East Main St., Macungie, PA 18062, free of charge. Doors open at 6 pm and the movie will start at 7pm. The evening will include a presentation by environmental activist and author, Richard Whiteford, a screening of the movie and a book signing by Mr.

Whiteford for his book Wild Pennsylvania. Limited seating is available: reservations should be made by calling 610-965-4397, ext. 10. Refreshments are included. Although the event is free, contributions will be taken at the door to offset costs. If you have not seen the movie, now is the time to experience “The Planetary Emergency of Global Warming and What We Can Do About It.” Learn how to become more involved.

Richard Whiteford is an activist and a writer. In 2006 he completed Al Gore’s Climate Project training and is a certified presenter for “An Inconvenient Truth.” He has written hundreds of articles for newspapers, magazines, and other publications to educate the public and lobby politicians on environmental decisions and legislation. The magnificent book Wild Pennsylvania will be available for sale this evening. In it, photographer Michael P. Gadomski, a well known native Pennsylvania photographer, collaborates with Whiteford to bring the Commonwealth an important literary treasure released in 2006.

Nature Hikes and Trail Information at the Trexler Nature Preserve, Schnecksville

The Lehigh Valley Zoological Society and Wildlands have partnered to create a day of free family fun at the Trexler Nature Preserve. Four nature hikes on the Covered Bridge and Elk Watching Trails and a native plant table of information are on tap. The Covered Bridge Trail hikes—rated easy walking—start at 9:30a.m. and 1:30p.m. For a more moderate challenge, the Elk Watching Trail hikes start at 11:30a.m. and 3:30p.m. The hikes are free and guides will be along for the walks. For more information, please contact Sheri Peters (610) 799-4171 ext 26 or email sjpeters@lvzoo.org. Many other activities will be featured at the zoo, where there are admission charges.

Family Earth Day Programs at the Pool Wildlife Sanctuary, Emmaus

LIGHT UP THE EARTH: *Saturday, April 21, 7:00 p.m.*

Celebrate Earth Day by spending some time outdoors. We’ll hike in search of the Pool Wildlife Sanctuary critter night crew before making a snack over the campfire and having an old-fashioned sing-a-long.

EAT LIKE AN ANIMAL: *Sunday, April 22, 1:00 p.m.*

After visiting some of the prime wildlife areas at the 77-acre Pool Wildlife Sanctuary by the Little Lehigh Creek, visitors will have lunch with members of Wildlands wildlife menagerie. They’ll eat what they usually do, and visitors will have the human equivalent of soup, salads and some great breads. Of course - there will be dessert!

Program Fees: Member\$8/Non-member:\$10. Each registered adult may bring one child free; additional children are \$4 each. Or attend both events at discount: Member \$11/Non-member \$15. Each registered adult may bring one child free; additional children are \$6 each. Please register by 4/18/07 by contacting mruhe@wildlandspa.org or going to the website www.wildlandspa.org to register.

Shop and Support “A Day of Action on Climate Change,” Southside Bethlehem

Several Third Street merchants are organizing a “Day of Action on Climate Change” from 1-5p.m. April 14. South Bethlehem’s Clothesline Organics (www.clotheslineorganics.com) will be contributing 15% of their total sales from that day and 10% for the rest of that week to support Wildlands Conservancy programs. Merchants taking action on this day also include Home and Planet, Comfort & Joy and others. The promotion will continue through April 21.

About Wildlands Conservancy

Wildlands Conservancy is dedicated to saving the natural treasures of the Lehigh Valley and the Lehigh River Valley for current residents and future generations. Its mission is to preserve, protect, restore and enhance the land, water, ecological and recreational resources of the Lehigh Valley and the Lehigh River Valley. Established in 1973, the Conservancy collaborates with partnerships throughout the Commonwealth of Pennsylvania to achieve its goals. As a non-profit, member-supported organization, the Conservancy has protected more than 45,000 acres of critical farmland and wildlands in eastern Pennsylvania. For more information, please visit www.wildlandspa.org.

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