



MEDIA ADVISORY

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LEADING ENVIRONMENTAL EXPERTS AVAILABLE FOR EARTH DAY INTERVIEWS ON APRIL 22, 2008

ATTN: Reporter, Bookers, and Producers

Washington, DC (March 14, 2008) - Green has gone mainstream. Environmentalism, once viewed as a "special interest," now has a place in almost every aspect of our lives. From hybrid cars to organic foods to oil at \$110 per barrel and the presidential elections, environmental and energy issues are on everyone's mind. Island Press is America's environmental publisher, and a select group of our authors - each provocative leaders in their fields - are available for interview this Earth Day 2008. Hot topics include climate change, record setting oil prices, saving tigers and other wildlife, the local food movement, and e-waste. Our authors are experts in national and local issues that affect consumers, advocates, and government across the country.

Interview opportunities include:

--**Congressman Jay Inslee and Bracken Hendricks**, authors of "Apollo's Fire: Igniting America's Clean Energy Economy." These authors believe that renewable energy can save the environment and create millions of "Green Collar" jobs in America. "The Seattle Times" calls it a "summons to shake ourselves free from the physical and political corruptions of oil."

--**Jonathan Isham and Sissel Waage**, editors of "Ignition: What You Can Do to Fight Global Warming and Spark a Movement," a book that the "Los Angeles Times" said "vastly enlarges the ark" of the climate change movement. Isham and Waage say citizens can't wait on Washington to solve our problems, we must take charge and create change in our communities.

--**David S. Wilcove**, a Princeton University ecologist and a passionate advocate for the animals, birds, and bugs that migrate near our homes and across the globe. Wilcove can explain the threat to migrations in regions throughout the country. His "No Way Home: The Decline of the World's Great Animal Migration" has been praised by "The New York Times" and "The Washington Post." Wilcove shares the awe-inspiring feats of monarchs, whales, loggerhead turtles, red knot birds and salamanders make every year, but warns these migrations are in danger due to sprawling development, pollution, and climate change.

--**Alan Rabinowitz**, dubbed the Indiana Jones of wildlife science by "The New York Times," has devoted and risked his life to protect great cats. His book "Life in the Valley of Death: The Fight to Save Tigers in a Land of Guns, Gold, and Greed,"

recounts his most dangerous adventure yet: the creation of the world's largest tiger preserve in Myanmar (formerly Burma) -- a nation fraught with political unrest and danger. Time.com said Alan Rabinowitz "deserves credit for a political courage no less real than his physical bravery, for being willing to sit down with the devil, occasionally, to save a tiger."

--**H. Bruce Franklin** contends that menhaden is a small fish at the center of an enormous environmental controversy. For decades, menhaden has been caught by the ton to make industrial commodities such as chicken feed, linoleum, pesticides, and cat food, but it is also essential to the health of our oceans, filtering algae and being eaten by bluefish, rockfish, many other ocean fish and sealife. Franklin, in the critically acclaimed "The Most Important Fish in the Sea: Menhaden and America," tells the story of the struggle to save the menhaden and the ocean from commercial exploitation.

--**Ann Vileisis'** "Kitchen Literacy," "reminds us that we were not always so clueless when it came to making food choices" ("The Washington Post"). With advice from the very first American cookbook, published more than 200 years ago, Vileisis offers a sensory-rich journey through two hundred years of making dinner. From the eighteenth-century garden to calculated advertising campaigns and sleek supermarket aisles, Vileisis chronicles profound changes in how Americans have shopped, cooked, and thought about their food for five generations.

----**Robert Engelman**, a former journalist tackles population issues in "MORE: Population, Nature, and What Women Want," which traces the connections between women's rights, reproduction, society, and nature from prehistory to the present. Engelman argues that with knowledge and access to contraception, women will themselves regulate population in their families, and thus their communities and the world. "MORE" explains that women don't want more children, but more for their children.

--"The Upside of Down: Catastrophe, Creativity, and the Renewal of Civilization" by **Thomas Homer-Dixon** explores how societies fail and how they recover, and how we can learn from past disasters to prevent future disasters.

--**Elizabeth Grossman**, a journalist, spans the globe in "High Tech Trash: Digital Devices, Hidden Toxics, and Human Health" to uncover the hazards of e-waste and its implications for our health. She shows us that digital may be sleek, but it's anything but clean. "Wired News" calls the book "a coherent, informative and scary narrative [created] out of the births and deaths of electronics from TVs and cell phones to computer monitors and iPods." No one should buy a computer without hearing from Grossman.

--In "State of the Wild," a biennial series, international conservation experts and writers come together to address the growing issue of emerging diseases and conservation. As we experience more globalization, wildlife health, human health, and the health of domestic animals will they all be linked together around the world. Are Avian Flu and Bovine Spongiform Encephalopathy (BSE) just the tip of the iceberg for emerging diseases? **Steven E. Sanderson**, president and chief executive officer of the Wildlife Conservation Society is available to discuss this critical issue.

FOR ADDITIONAL INFORMATION

To schedule an interview with any of the featured authors or to request a review copy, please contact Jaime Jennings at 202-232-7933x44 or at jjennings@islandpress.org.

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