



# NEWS RELEASE

## ROBERT BATEMAN LAUNCHES GET TO KNOW INTERACTIVE CD

**Edmonton - November 8, 2007** – World renowned Canadian wildlife artist and naturalist, Robert Bateman, will launch his Get to Know Interactive CD today at Parkdale School in Edmonton. The Get to Know Interactive CD is a gift from Robert Bateman to students of the Edmonton Public School Board and is part of Bateman's legacy to engage students in nature and raise a generation of Canadians who will passionately care for the environment. The Get to Know Program attempts to bridge the gap between the growing disconnect between youth and the environment. Richard Louv, author of "Last Child in the Woods" states, *"...children and adults alike suffer from what might be called nature deficit disorder, not in a clinical sense, but as a condition caused by the cumulative human costs of alienation from nature, including diminished use of the senses, attention difficulties, and higher rates of physical and emotional illnesses."*

The CD features hikes, which allow students the opportunity to virtually explore parks and conservation areas in Edmonton, Calgary, Vancouver and Toronto. During their hike, students meet and get to know their wild neighbours of other species. Other elements of this dynamic, interactive media resource include an exclusive Canadian collection of wildlife, videos and audio clips, easy to use lesson plans focused around getting out of doors, videos featuring Robert Bateman speaking directly to students and teachers, interactive nature games and quizzes and links to outstanding educational resources which complement the Get to Know theme.

*"Our schools are proud to have had the opportunity to pilot Robert Bateman's Get to Know CD,"* says Bev Esslinger, Chair of Edmonton Public School Board. *"One of our District priorities is to create good global citizens, and this CD provides students with the chance to not only get to know their communities, but to develop their environmental stewardship."*

The Get to Know Interactive CD is the result of years of collaboration with leading environmental organizations, educators and community stakeholders across the country. In Edmonton the key partners have included: Edmonton Public School Board, TD Friends of the Environment Foundation, Alberta Conservation Association, Alberta Ministry of Sustainable Resource Development, Edmonton Community Foundation, John Janzen & Valley Zoo and the Royal Alberta Museum.

The Robert Bateman Get to Know Program is an educational initiative designed to help youth connect with the natural world. Robert Bateman founded and launched the program in the province of British Columbia in 1999. Since that time, the program has expanded its reach into every province and territory in Canada.

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