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For Immediate Release:

Berks Conservancy Challenges Berks County to Go Greener: Schools, Municipalities, Businesses and Individuals

About the State of the Environment Report

Last year the Conservancy introduced a new program to the community – State of the Environment in Berks; and we asked people to “join the conversation” about the environment. The report evaluated specific data and trends in five environmental categories: Air, Energy, Land, Waste, and Water. Within each category, several specific quantitative indicators are evaluated using available data, trends in the data are assessed, and specific action items that residents can practice to make each specific indicator more “positive” are identified. The primary goal of the State of the Environment program is to raise awareness of conservation choices we can make in Berks that will improve the environment and this effort has been a catalyst for conversation about these issues throughout the community.



Hear the progress. Take the challenge.

November 10th, 2010. 7:30am at Crowne Plaza Reading.

In this year’s State of the Environment Report, the Berks Conservancy will showcase the progress made as a community toward improving these indicators by sharing amazing examples of how people have made a difference in the community this past year.

A challenge will be presented to schools, municipalities and businesses with action steps on how they can move the indicators in a more positive direction. A challenge to individuals will promote simple steps people can do in their homes and work to make a difference.

“We invite institutions, local governments, schools and general citizens to take the challenge as we work to move these indicators in a more positive direction for our community. We hope you learn something new, consider changing some of your behaviors as a result, and invite you to become engaged in our work and that of other conservation and environmental organizations; the health of our community depends on it.”

Kim Murphy
President, Berks Conservancy

Visit the Berks County Conservancy’s website at www.berks-conservancy.org to learn about other projects involving your community. *We’re Saving a Place for You...*