

NEWS RELEASE



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ePals Joins National Consumer Brands to Launch ‘Team Earth,’ a Global Sustainability Movement

Web site launches in support of New York event with top CEOs, President Jagdeo of Guyana and Harrison Ford to debut initiative promoting student engagement in environmental issues

HERNDON, VA. (Sept. 21, 2009) – Today, ePals, Inc., joins national consumer brands Dell, Harrah’s, SC Johnson, Starbucks, and Wrigley, and three non-profit organizations, Conservation International, Rocky Mountain Institute and Prince’s Rainforest Project, to announce the launch of “Team Earth.” The global sustainability movement kicked-off today in New York with an elaborate event featuring Harrison Ford, a life-size origami forest, and the launch of www.epals.com/teamearth featuring student voices and community-based action. The inaugural campaign’s focus is forest protection and the Copenhagen Climate Negotiations.

“Team Earth” unites businesses, non-profit organizations, scientists, educators, parents, and students in an international collective action campaign to address the most pressing environmental issues facing the world. ePals will lead the charge as the global education partner for “Team Earth,” and will offer an interactive, safe focus area for students worldwide to engage in competitions, voice their opinions and take action. Educators and parents are encouraged to get involved in these school-based activities.

“‘Team Earth’ is designed to engage people and organizations at every level, but we are especially dedicated to empowering students to learn about and become involved with these critical sustainability efforts,” said Ann Friedman, teacher and Conservation International board member. “Schools are a rallying point in local communities, and ePals gives students a platform to voice their views and learn about the global issues that matter most to them.”

“ePals is pleased to be working with ‘Team Earth’ partners to create authentic, global opportunities for educators, students and parents to learn, collaborate and take action on pressing environmental issues,” said Edmund Fish, President and CEO of ePals, Inc. “Through the extensive reach and commitment of our members, we are able to elevate important issues and work collaboratively to make a difference.”

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In the ePals Team Earth focus area (www.epals.com/teamearth) students can take action by joining “Team Earth” to save the rainforests, getting their classrooms on the map, reviewing resources about important environmental issues, and uploading user-generated content to highlight ideas about how they will help save the rainforest. These multimedia presentations will be shared with the world’s leaders responsible for the Copenhagen Climate Negotiations, and can be added to any blog or Web page by grabbing the “Students Speak” widget.

Today, student ePals reporters from New York City, Washington, D.C. and Dallas, Texas, participated in the event, interviewing high-level executives of “Team Earth” partners, presidents and other key stakeholders. These interviews will be shared online with the ePals Global Community.

For more information about ePals, visit www.epals.com.

About ePals, Inc.

Founded in 1996 and merged with In2Books® in 2006, ePals offers K-12 students and teachers around the world a safe environment for building and exchanging knowledge based on protected connectivity tools, evidence-based curricula and authentic, collaborative learning experiences. The ePals Global Community™ (www.epals.com) is the largest online community of K-12 learners, enabling more than half a million educators and millions of students across 200 countries and territories to safely connect, exchange ideas, and work together. The company’s mission is to support lifelong learning through collaborative experiences that empower and inspire. ePals is especially committed to enabling academically rigorous educational opportunities in economically disadvantaged environments worldwide through the ePals Foundation – provider of In2Books, the company’s flagship literacy e-mentoring program.

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