



News Release

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For Immediate Release

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The Nature Conservancy & MiND TV Present a Month of Environmental Programming

*Featuring a Free Screening of Short Environmental Documentaries at the
Schuylkill Center for Environmental Education on April 14, 2010*

PHILADELPHIA, PA —MiND TV and The Nature Conservancy are partnering to bring the Greater Philadelphia region a month-long celebration of environmental stewardship, sustainability and awareness through the broadcast of eight cutting edge, hour-long documentaries and 22 new 5-minute, community created programs about environmental and sustainability efforts.

This month-long celebration will culminate with a free community screening and discussion event on April 14th, presented at the Schuylkill Center for Environmental Education. This event features a selection of new 5-minute programs on topics ranging from eco-conscious construction to the premiere of The Nature Conservancy's 5-minute program, *Letting the Delaware River Run*.

“The programs featured in this event capture the good work of so many area environmental non-profits, as well as the spirit of our community toward improving our regional environment,” said Howard Blumenthal, MiND TV's CEO. “We are honored to be able to share such important work with our audience.”

Following the screening, Conservation Scientist Su Fanok (The Nature Conservancy), Brendan Isaac Jones (Greensaw Design & Build) and Maya K. van Rossum (Delaware River Keeper Network), and others will take questions about their films, and their work.

Event details:

Celebrate Earth Day with MiND TV and The Nature Conservancy!
An Environmental Screening Event

MORE

April 14th @ 6:30pm-8pm

The Schuylkill Center for Environmental Education
8480 Hagy's Mill Road Philadelphia, PA 19128

RSVP: kkunda@mindtv.org

In addition to this event, MiND TV is showcasing new hour-long documentaries on environmental topics every Wednesday (8pm) and Saturday (7pm & 8pm) in April, as well as a series of new community-submitted programs during two special primetime broadcasts of the “Environmental Member Hour,” April 21st at 8pm and April 24th at 8pm. For complete listings for the month, visit www.mindtv.org and click “Go Green with MiND in April”.

Where to Watch MiND 35.1:

Broadcast TV: 35.1

Comcast: 20, 35, or 98 (check your local listings)

Verizon Fios: 35

DirectTV: 35

MiND TV and The Nature Conservancy thank the following partners and sponsors for helping us create a whole month of environmental programs and events:

The Schuylkill Center for Environmental Education, The Delaware Riverkeeper Network, PennFuture, The Pennsylvania Environmental Council, Delaware Valley Green Building Council, The Bicycle Coalition of Greater Philadelphia, Trick Digital, 12th Street Catering, Trader Joe's and Snyder's of Hanover.

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The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have helped protect 130 million acres worldwide. Visit The Nature Conservancy on the Web at www.nature.org/pennsylvania.

MiND: Media Independence (MiND TV) is a non-profit, community media organization broadcasting three channels to the Greater Philadelphia region – MiND TV Channel 35.1, Global MiND Channel 35.2, and MiND Presents MHz Worldview. MiND TV believes in the power of television and new media to create positive social change. MiND TV offers video production training opportunities for its community, and airs member-submitted 5-minute programs. Information about MiND’s channels, schedules and member benefits can be found online: www.mindtv.org.