



**Contact:**  
Chris Smith  
Center for Ecoliteracy  
[chris@ecoliteracy.org](mailto:chris@ecoliteracy.org)

**FOR IMMEDIATE RELEASE**

## **Center for Ecoliteracy and National Geographic Introduce *BIG IDEAS: Linking Food, Culture, Health, and the Environment***

**Companion Resource to *National Geographic* Magazine Series  
“The Future of Food”**

**Berkeley, CA, May 22, 2014** ... As teachers across the country seek to meet new education standards, the Center for Ecoliteracy and the National Geographic Society will provide engaging and practical materials available as free, downloadable resources. To coincide with *National Geographic* magazine’s 2014 series “The Future of Food,” the Center is releasing a new guide to help align content about food to the Next Generation Science Standards and other academic standards. The new guide, ***BIG IDEAS: Linking Food, Culture, Health, and the Environment***, will be the centerpiece of a growing collection of activities, lesson plans, multimedia tools, games, and more for K–12 students. [BIG IDEAS is available beginning today on the Center’s website, ecoliteracy.org](http://ecoliteracy.org), and will be on the National Geographic Education website in June.

“We are honored to join National Geographic in fostering dynamic teaching and learning that is tied to required standards and grade-level competencies,” says **Zenobia Barlow, cofounder and executive director at the Center for Ecoliteracy**. “From an educational perspective, there are many important reasons to focus on food systems. Food, an experience shared by everyone, embodies many of the ecological and health challenges and opportunities of our age.”

“The Center for Ecoliteracy’s expertise in advancing ecoliteracy is a natural complement to National Geographic’s focus on geo-education,” said **Kathleen Schwillie, vice president of educational design and development at National Geographic**. “Food is a compelling and important subject for presenting ecological and geographical concepts, and *BIG IDEAS* will be a useful resource for teachers, in keeping with National Geographic’s goal of educating young people about their world.”

---

*BIG IDEAS: Linking Food, Culture, Health, and the Environment* offers a variety of learning opportunities based on relevant key concepts aligned with the following standards:

- Common Core State Standards
- Next Generation Science Standards
- College, Career, and Civic Life Standards (also known as C3)
- National Health Education Standards

In addition, the Center for Ecoliteracy will be providing a variety of other resources and creating new materials for use on [NatGeoEd.com](http://NatGeoEd.com).

The Future of Food series traces the development of our dominant food system and associated issues. It profiles promising strategies to create systems for nourishing ourselves while serving people, communities, and the natural environment. It launched with the May issue of *National Geographic* magazine and will run through December. For more on the series, visit [NatGeoFood.com](http://NatGeoFood.com).

**The Center for Ecoliteracy** is a recognized leader in developing resources to advance ecological literacy in K–12 schools. Founded in 1995, the Center is a nonprofit that creates and publishes books and guides, facilitates professional development and conferences, and provides strategic consulting to schools and businesses.

**The National Geographic Society** is one of the world’s largest nonprofit scientific and educational organizations. Founded in 1888 to “increase and diffuse geographic knowledge,” the member-supported Society’s mission is to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. *National Geographic* magazine, the Society’s official journal, published in English and 39 local-language editions, is read by more than 60 million people each month.

The award-winning **National Geographic Education website**, [NatGeoEd.com](http://NatGeoEd.com), offers free resources for K–12 educators, students, and families with highly engaging materials intended to maximize learning in and out of the classroom.

# # #