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Stellar Earth Day Lineup for Captain Planet Foundation

ATLANTA – April 15, 2008 – The Captain Planet Foundation (CPF), an international eco-foundation for youth based on the successful *Captain Planet and the Planeteers* cartoon, announces a stellar series of Earth Day events coming up over the next few weeks. Ranging from the premier of the “Tower of Power” at the 6th Annual Earth Day Kids Fest to a 12-hour Boomerang marathon to New York City’s inaugural Go Green Expo, the world’s first eco-superhero will be extra busy this month educating and inspiring audiences globally with his timeless message, “The Power is Yours!”

The 6th Annual Earth Day Kids Fest will take place on Saturday, April 19, 2008, from 10:00 a.m. - 3:00 p.m. Located on the grounds of the picturesque Chattahoochee Nature Center at 9135 Willeo Road in Roswell, Ga., this is a unique and exciting hands-on environmental education event where youngsters are encouraged to take the first steps in becoming environmental stewards. Through engaging activities and performances, kids are energized with empowering information, allowing them to lead the way in preserving and protecting our biological diversity and natural resources.

CPF is thrilled to reveal their new “The Tower of Power” at this unique eco-event. Designed to inform, educate and inspire children, this multi-media experience shows children first-hand how they can generate energy through their very own efforts in a simple, yet fun-filled way. Above-and-beyond viewing a high-energy stage show and video presented by internationally-acclaimed environmental edu-tainer, David Coburn, who is also the voice of Captain Planet, children will be able to pedal bicycles attached to a generator in order to power a huge television screen with Captain Planet messages as well as a series of bright lights attached to the tower. In essence, they will learn just how powerful their personal energy can truly be.

The entire day promises to be education and fun rolled into one! The Weather Channel’s Natalie Allen, host of “Forecast Earth,” will present *Climate Quiz for Kids*, which will include prizes for participation. Dr. Marcus Eriksen, host of The Weather Channel’s “Commando Weather,” will transform plastic bottles and recycled water-skis into Water Walkers. The Weather Channel’s “Weather Wall” will also be on-hand to offer youngsters a chance to test their forecasting skills. Additionally, the youngest accredited zoo director in the country, Jarod Miller, will bring an array of furry, scaly and feathered friends to entertain kids. Further, the Amphibian Conservation Staff of the Atlanta Botanical Garden and Zoo Atlanta will present the lifecycle of endangered frogs from behind-the-scenes of the recent frog baby boom at the Garden. David Coburn will also present “An Inconvenient Truth – Kid Style,” a family-friendly version of Al Gore’s Academy Award-winning documentary. And North American Environment Educator of the Year, Lanny “Earthman” Smith will use the power of music to educate and activate kids to become part of the solution to our environmental challengers. Healthy snacks for kids will be provided by Whole Foods Market. The price of admission is \$5 for adults, \$4 for seniors, \$3 for children ages 3-12 and children under 2 are free. However, guests who ride their bikes from home will get in free!

Also on Saturday, April 19, Cartoon Network’s 24-hour commercial free network showcasing classic cartoons, Boomerang, will celebrate Earth Day by hosting a 12-hour *Captain Planet and the Planeteers* marathon from 8:00 a.m. 8:00 p.m. Featuring 29 handpicked episodes from the show’s six successful seasons, children will be exposed to important environmental concerns that are still relevant to this day through the medium of television.

On Saturday, April 26 and Sunday, April 27, the Go Green Expo in New York City will receive the full “Captain Planet Experience” through both the dynamic “Tower of Power” and the premier of “By Our Powers Combined, We Can Make a Difference,” a new dual presentation given by CPF President Ira Blumenthal and CPF Chairperson Laura Turner Seydel which is intended to deliver simple ideas for children and adults that can make a big eco-impact. Friday evening opens the expo with a Go Green

Expo Awards Gala in which Laura Turner Seydel will present the inaugural “Captain Planet Young Eco-Hero Award” to 17 year-old Savannah Walters, a CPF grantee and the founder of Pump 'Em Up, a grassroots effort to educate the public about the gas that can be saved by simply pumping up car tires to proper inflation levels. Saturday afternoon will include the Blumenthal-Seydel presentation and on Sunday, the Big Apple will be able to experience David Coburn’s “An Inconvenient Truth – Kid Style,” sponsored by CPF. Held at the Hilton on 6th Avenue at 53rd Avenue, the expo is an exciting opportunity for businesses and consumers alike to learn how green alternatives can positively change the way individuals impact the environment. CPF is honored to be the expo’s sole educational component for kids.

About The Captain Planet Foundation

Captain Planet Foundation is located at 133 Luckie Street NW in Atlanta, Ga. They can be reached by phone at 404-522-4270. Founded in 1991, The Captain Planet Foundation (CPF) was created to support hands-on, environmental projects for youth. CPF's objective is to encourage innovative projects that empower today's children as environmental stewards. CPF is committed to making a global impact with projects throughout the United States and around the world including Brazil, Bulgaria, Cambodia, Canada, Colombia, Costa Rica and the US Virgin Islands. For more information, visit www.captainplanetfdn.org.

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