



FOR IMMEDIATE RELEASE

Kids Taking an Active Role in Learning about Global Climate Change and Human Behavior Changes

Global climate change, corporate sustainability, energy efficiency and renewable resources may be grabbing the attention of adults such as politicians, scientists, the media and other professionals, but kids are also starting to take notice. To introduce these topics to kids, one website, www.kidscom.com, has created interactive expeditions in their virtual world to get kids more involved.

"We're taking concepts like the carbon cycle, energy efficiency and saving our natural resources, and communicating this information in the form of games and expeditions which kids play in our virtual world," explains Jorian Clarke, founder and president of KidsCom.com. "Not only are these kids absorbing this information as they play, we have also heard from parents that the kids are acting on this information to change behaviors at home. Our promise to moms is: if you let them play in our virtual world, we'll help you end the need for constant reminders to turn off the lights at home in the real world!"

KidsCom.com has expeditions in its virtual world that kids can play and learn from. Working closely with subject matter experts such as scientists at the Lamont-Doherty Earth Observatory, part of The Earth Institute at Columbia University, utilizing great public information from NOAA and turning to professionals such as green architect Richard Cook, KidsCom.com was able to ensure the scientific and practical accuracy of all the content they presented.

"These kids are taking an active role in learning about issues, actions and outcomes in our virtual world," says Clarke. "For example, they can purchase energy-efficient thermostats and compact fluorescent bulbs for lamps in their virtual homes and then see how those actions have an affect on the planet Sarillion."

To emphasize the virtual world/real world learning, kids recently completed the first of a series of online Team Challenges. With sponsorship from Fujifilm and Scientific American magazine, the winners were awarded a trip to New York to spend time with scientists, architects and zoologists the weekend of October 5-7, 2007.

When asked what they learned while participating in the virtual world part of the Team Challenge, 11-year old Ethan Supernova (one winner's online screen name) responded "That fluorescent light bulbs last 10x longer than other light bulbs. And that many creatures are being endangered by global warming."

Ichi Penguin (another winner's online screen name) added "Things are worse in the world than we think and we need to put 110% into helping."

"The parents are as excited as the kids are," laughs Lori Doyle, a staff member at KidsCom.com who helped plan the itinerary. "It's cool that families will be able to meet for the first time in real life, after working together virtually to win the Team Challenge."

To underline the issues, actions and outcomes aspect of the global climate change and corporate sustainability learning in the virtual world, the real world experience will help drive the learning home. Scientific research and practice will be shared by earth scientists at Lamont-Doherty Earth Observatory. Actions will be emphasized by hearing from Richard Cook, of Cook + Fox Architects, on how commercial buildings can be made "green" such as their current work on the Bank of America skyscraper building in Manhattan. Kids will "eat up" knowledge by learning about composting, recycling and other practices at Dos Caminos Park Avenue, a member of B.R.



Guest Restaurants, the first national multi-concept restaurant group to be certified Green by the Green Restaurant Association.. Getting familiar with outcomes, kids will be invited to look at the world in a new way through kid cool Z10 digital cameras provided by Fujifilm for use in documenting and blogging their observations of energy efficiency and recycling practices in Times Square. They will also see outcomes in the Bronx Zoo where they will learn about other species that are being affected by human actions or lack of actions in how we use resources wisely. From these three kids, over a million other kids around the world will learn even more so they can take action in their part of the world.

"It's our plan that all kids play in our virtual world and take the lessons they learn and become ambassadors for change in their homes, schools and neighborhoods," adds Clarke. "We tell them they have the power to make a difference. They don't need to wait for us adults to catch on!"

About KidsCom.com

As one of the first social networking sites designed specifically for kids, KidsCom.com is a fun place where kids meet online to Play Smart, Stay Safe, Have Fun™. It's a place where kids get "edutainment" as they game in the Idea Seeker virtual world to become change makers in the real world. On KidsCom.com, kids can customize their own avatar characters, chat with old friends and meet new ones from around the world, decorate their own houses, play games, nurture virtual pets and create their own home pages in a virtual world free of graphic violence, mindless entertainment and negative stereotypes. KidsCom.com is published by Circle 1 Network, LLC.

About Lamont-Doherty Earth Observatory

The Lamont-Doherty Earth Observatory is a member of The Earth Institute at Columbia University, is one of the world's leading research centers examining the planet from its core to its atmosphere, across every continent and every ocean. From global climate change to earthquakes, volcanoes, environmental hazards and beyond, Observatory scientists provide the basic knowledge of Earth systems needed to inform the future health and habitability of our planet.

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NOTE TO EDITORS: Media representative are welcome to come meet the kids and their parents at any of our activity locations in New York City and the Lamont-Doherty Earth Observatory campus this week and experience the fun learning themselves. Jorian Clarke, Dr. Mike Purdy and Richard Cook are available for interviews and a demo of the virtual world expeditions can be arranged. The families may also be available for interviews by request. Additionally, we're able to provide hi-res images of the game and Jori Clarke upon request.

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