



## **Electrifying Majora Carter to headline 'Keeping it Wild' Gala, Nov. 3, 2007**



ATLANTA – August 1, 2007 – Majora Carter, who inspired the transformation of her blighted Bronx neighborhood into a model for environmental cleanup and revitalization, will bring her empowering message to Atlanta November 3, 2007, as Keynote Speaker at the Third Annual “Keeping It Wild” Gala. The venue is the Georgia Freight Depot, 65 Martin Luther King Jr. Dr. The Gala begins at 6 p.m.

An electrifying speaker, Ms. Carter is the recipient of a MacArthur Foundation “genius award,” for her work in re-envisioning her community, and has been named one of the 50 Most Influential Women in New York. She will address the theme, “Protecting Your Environment: The Power of One.”

“Keeping It Wild,” (KIW) an award-winning program of the Wilderness Society, is outstanding among environmental programs for its ability to bridge the gap between races and communities. Its leadership includes representatives from a slew of conservation organizations, academic institutions and recreation-focused groups such as the Georgia Conservancy, Georgia ForestWatch, Trees Atlanta, West Atlanta Watershed Alliance, Edge of Night Camping Club, National Wildlife Federation, and The Conservation Fund. Besides providing organized adventures into Georgia’s wild lands and urban green spaces throughout the year, the program also organizes seminars that explore the environmental contributions of African Americans and other people of color that are frequently overlooked. The National African American Earth Day Summit, “Stewardship and Sustainability,” held at the Martin Luther King, Jr. International Chapel at Morehouse College, April 19, 2007, was also a product of “Keeping It Wild.”

“In all my travels and speaking engagements before environmental groups across this nation, I have never seen an event that is so diverse,” said Charles Jordan, Chairman of the Conservation Fund, keynoting the 2006 Gala of more than 300 racially diverse participants. “This is a model for what we have to become, because there’s only one environment, and we are all part of it.”

Over the past three years, “Keeping It Wild” has afforded a large number of people the opportunity to explore the outdoors, with many regular participants returning time after time. The program has been featured in the Atlanta Journal Constitution; Crossroads News, WAOK 1380 and Comcast Community Channel 25. It received the “Best New Environmental Program” Award from Earth Share of Georgia in 2007.

For more information, please call 404-875- 1375 or visit: [www.keepingitwild.org](http://www.keepingitwild.org)

For more on Majora Carter, visit [www.ssbx.org](http://www.ssbx.org)

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