



“Ford’s environmental commitment includes our sustainable practices in vehicle manufacturing and factory design, as well as our leadership role in promoting eco-responsibility to all consumers – even those who can’t drive yet,” said CEO Bill Ford. “Through our partnership with National Geographic, a global environmental leader, we hope the Radical Renovation: School Edition initiative will have an impact on the daily lives of children across the country and pave the way to a greener future.”

The winning entry was submitted by fourth-grade teacher Machelles Dahl and sixth-grade teacher Heather Giono of Escalante Elementary School in Salt Lake City, Utah. Dahl and Giono entered a comprehensive action plan for water conservation and wildlife development. The two teachers enlisted their students, the school groundskeeper and principal, two archeologists, two graduate students and a congressman to help develop a plan that met the contest’s stipulations of sustainable, eco-friendly renovations.

For their efforts, Ford is rewarding the students of Escalante Elementary School with \$100,000 to make Dahl and Giono’s plan a reality. The money will be used to create a drainage system for the school’s soccer field, restore natural habitat on the school’s grounds and build an outdoor classroom to study wildlife and conduct biological experiments. Constance Ramos and Paul DiMeo of ABC’s *Extreme Makeover: Home Edition* will help supervise the eco-conscious renovation of Escalante Elementary School and energize the students to take eco-friendliness to heart.

“Machelles and Heather are role models for environmental awareness, and I can’t wait to help make their vision a reality,” said Paul DiMeo of ABC’s *Extreme Makeover: Home Edition*. “With this contest, Ford is helping teach kids valuable environmental lessons that will serve them well throughout their lives.”

As part of the contest, Ford sponsored an environmentally focused lesson plan developed by National Geographic that was available to teachers nationwide. The lesson plan included a teacher's guide, student guides and a classroom poster. As part of the playful lesson plan provided to teachers, students were encouraged in fun ways to think about their school and home life to find ways of improving the environment around them. Teachers were supplied with an entertaining, step-by-step plan to teach students about realizing potential solutions.

### **Leading the Charge**

Along with its commitment to building quality vehicles, Ford Motor Company is equally committed to making the world of tomorrow a greener place with a history of pursuing sustainable, environmentally conscious plant and vehicle designs. To further strengthen its message of eco-responsibility, Ford leads by example. From the 1940 use of soy bean oil in paint enamel to the role Ford plays supporting and preserving America's National Parks the company remains committed to a more sustainable world.

Ford's historic role as a Proud Partner of America's National Parks began in 2000. Since that time, Ford has worked closely with the National Park Foundation and the National Park Service to help preserve the environmental and cultural resources of our National Parks. Ford has donated electric and Escape Hybrid vehicles to National Parks across America. Ford restored a fleet of 33 historic red buses to run on cleaner-burning propane fuel in Glacier National Park. Ford also placed more than 140 college-aged "interpreters" and 25 Masters- and PhD-level "scholars" in parks to promote the use of alternative transportation and work in unison with National Park Service staff.

On a local level, Ford's environmental outreach includes its own backyard as well. The company's Dearborn Truck Plant at the Rouge Complex has the world's largest living roof – more than eight football fields in size – which is used to clean the surrounding air and insulate the plant. Water for the plant is solar heated, and the company is exploring ways to make electricity from paint fumes.

### **Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. With more than 327,000 employees worldwide, the company's core and affiliated automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Credit, Quality Care and Hertz. Ford Motor Company celebrated its 100<sup>th</sup> anniversary on June 16, 2003.

### **National Geographic**

Founded in 1888, the National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Its mission is to increase and diffuse geographic knowledge while promoting the conservation of the world's cultural, historical and natural resources. National Geographic reflects the world through its five magazines, television programs, films, radio, books, videos, maps, interactive media and merchandise.

*National Geographic* magazine, the Society's official journal, published in 24 languages, is read by 40 million people each month in every country in the world. *National Geographic Kids*, a multitopic, photo-driven magazine for 6- to 14-year-olds, has a monthly circulation of more than 1.2 million. National Geographic Channel reaches more than 230 million households in 27 languages in 151 countries. Nationalgeographic.com averages around 50 million page views per month. National Geographic has funded nearly 8,000 scientific research projects and supports an education program combating geography illiteracy. For more information, log on to nationalgeographic.com; AOL Keyword: NatGeo.

### **National Park Foundation**

The National Park Foundation ([www.nationalparks.org](http://www.nationalparks.org)), chartered by Congress in 1967, is the official nonprofit partner of America's National Parks. The National Park Foundation strengthens the enduring connection between the American people and their National Parks by raising private funds, making strategic grants, creating innovative partnerships and increasing public awareness. Over the past seven years, the Foundation has contributed more than \$135 million in grants and program support to National Parks across the country.

# # #