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EDITORS & NEWS DIRECTORS: PLEASE NOTE THE PRESS CONFERENCE SET
FOR 10 A.M., MONDAY, SEPT. 17 IN PRESQUE ISLE PARK, MARQUETTE, MICHIGAN

Earth Keepers Initiative Earns Lake Superior Achievement Award



Mixing spiritual belief and environmental concern has created a combination that earned the Earth Keepers Initiative the 2007 Achievement Award designated by *Lake Superior Magazine*. The award is announced in the October/November 2007 issue just released.



“This initiative has used a love of Lake Superior and our north woods to draw together environmental organizations along with faith groups in the Jewish, Zen Buddhist, Roman Catholic, Lutheran, Episcopal, Presbyterian, United Methodist, Baha’i and Unitarian Universalist traditions,” says magazine Editor Konnie LeMay of the group based in the Upper Peninsula of Michigan. “Most importantly, they not only talk about good stewardship, they have proven that they are good stewards by mobilizing their communities in huge ways.”

Literally, the success of the Earth Keepers Initiative can be measured by the ton:

- 1+ tons of unwanted pharmaceuticals collected for proper disposal in a 2007 “Clean Sweep.”
- 320+ tons of defunct computers and other electronic items collected in 2006.
- 45+ tons of hazardous household products collected in 2005.
- 1+ tons of wild rice seed planted by at-risk teenagers in seven U.P. lakes, rivers or streams to help restore the region’s wild rice beds.

That’s 734,000 pounds worth of environmental impact just since the signing of the Earth Keepers Covenant in July 2004 by nine faith communities.

The covenant came about through a collaboration of Carl Lindquist of the Superior Watershed Partnership in Marquette and the Rev. Jon Magnuson of the Cedar Tree Institute in Marquette. ***Lake Superior Magazine* Editor Konnie LeMay and Managing Editor Bob Berg will present these two with the 2007 *Lake Superior Magazine* Achievement Award at 10 a.m. Monday, Sept. 17, at the Pavilion in Presque Isle Park in Michigan. A press conference will follow.**

Lake Superior Magazine began giving its annual Achievement Award in 1994. It recognizes organizations or individuals who have improved the well-being of Lake Superior and its residents. The Earth Keepers Initiative is exactly the kind of model that brings people together for the benefit of the lake.

Lake Superior Magazine, a full-color consumer publication, is printed six times a year in Duluth, Minnesota. The magazine is available by subscription, at newsstands and from the publisher’s office. For more information, call 888-BIG LAKE (888-244-5253) or log onto www.lakesuperior.com. Its publisher, Lake Superior Port Cities Inc. also produces books (now 24 titles), annual Lake Superior calendars and other products.