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News Media Advisory

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March 7, 2000

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News Media Advisory

Guest Speaker: Lester Brown
President, Worldwatch Institute, Washington, D.C.

The Worldwatch Institute is a research organization devoted to analyzing global environmental issues.

Topic: Environmental Challenges for the New Century

Date: March 22 (Wednesday)

Time: 7:30 p.m.

Location: Main Lounge, IWU Memorial Student Center
104 E. University, Bloomington

Book Signing: Brown will autograph several of his books after the lecture. The books are available for purchase prior to the lecture at the IWU Bookstore, 1207 1/2 N. Main St. *Call the Bookstore at 309/556-3059 for details.* Books also will be available for purchase at the lecture. The books are: "Who Will Feed China? Wake-Up Call for a Small Planet," "Beyond Malthus: Nineteen Dimensions of the Population Challenge," "Vital Signs 1999: The Environmental Trends That Are Shaping Our Future," and "State of the World 2000."

Admission: Free and open to the public

Sponsor: IWU's Environmental Studies Program

Background: The *Washington Post* has called Lester Brown "one of the world's most influential thinkers." The Library of Congress has requested Brown's personal

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papers, recognizing his work in shaping the global environmental movement.

Brown, who began his career as a New Jersey tomato farmer, received an agricultural-science degree from Rutgers University in 1955. Subsequently, he spent six months living in rural India. In 1959 Brown joined the U.S. Agriculture Department's Foreign Agricultural Service as an international agriculture analyst.

Brown received a master's degree in agricultural science from the University of Maryland and a master's degree in public administration from Harvard.

In 1964 he became an advisor on foreign-agricultural policy to U.S. Agriculture Secretary Orville Freeman.

He left government in 1969 to help establish the Overseas Development Council.

In 1974—with support from the Rockefeller Brothers Fund—Brown founded the Worldwatch Institute.

A decade later, Brown launched the "State of the World" reports. These annual assessments, translated into about 30 languages, have become the "Bible" of the global environmental movement.

Among Brown's earlier works are: "Man, Land and Food," "World Without Borders," and "Building a Sustainable Society."

In 1988 Brown expanded Worldwatch's publications by launching "World Watch," a bimonthly magazine featuring articles about the institute's research.

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In 1991 the institute inaugurated the Environmental Alert book series, with a book Brown co-authored, "Saving the Planet: How to Shape an Environmentally Sustainable Global Economy."

The next year he launched and co-authored a new annual, "Vital Signs: The Trends That Are Shaping Our Future."

In 1995 Brown wrote "Who Will Feed China?," which challenged the Chinese government and led to hundreds of conferences, seminars, and new assessments of China's food prospects.

Brown co-authored in 1999 "Beyond Malthus: Nineteen Dimensions of the Population Challenge."

Among prizes and awards won by Brown are about 20 honorary degrees, a \$250,000 MacArthur fellowship, the 1987 United Nations' Environmental Prize, the 1989 World Wide Fund for Nature Gold Medal, and the 1994 Blue Planet Prize (\$500,000) for his "exceptional contributions to solving global environmental problems."

In 1995 "Marquis Who's Who," on the occasion of their 50th edition, selected him as one of 50 Great Americans.