



To Promote a Better
Understanding of
Industry's Role
in Protecting
the Environment

News Release

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VMA Outreach Announces New Environmental Science Publication

RICHMOND, VA – VMA Outreach and McDonald & Woodward Publishing announced today at the Virginia Industry Environmental Conference at the Westin Hotel in Richmond that the publisher will be launching during the Fall of 2009 a new, long-term environmental education initiative with the release of four new interactive teaching/learning resources for use in identifying and studying common, widespread freshwater invertebrates of North America.

Jerry McDonald, Publisher, noted that "It has been a long time since we've been as excited about a project as we are about this one. It's clear that the market is equally excited about it. We thank VMA Outreach for their contribution to this endeavor and know that thousands of teachers, students and others who work with freshwater resources throughout the United States and Canada will feel the same."

These high-quality products will be built upon the robust foundation of J. Reese Voshell's very popular book *A Guide to Common Freshwater Invertebrates of North America* (2002), and they will include *Flash Cards of Common Freshwater Invertebrates of North America* (three different sets) and *QuickGuide to Major Groups of Freshwater Invertebrates*. The new products will also feature the artistic illustrations of Amy Bartlett Wright. These products will be, by most measures, the best of their type and subject available, and they will be especially useful to teachers, students, naturalists, resource managers, water quality monitors, and others who study, manage, or simply enjoy knowing about freshwater ecosystems. For more information on these new resources, go to <http://www.mwpubco.com/titles/invertsflashcards.htm>.

Brett Vassey, VMA President & CEO, commented that "VMA Outreach is proud to continue its relationship with McDonald & Woodward Publishing and Dr. Voshell to expand the utility of this outstanding book in classrooms and Board rooms alike across North America."

Background - In 2002, partial funding for the development of *A Guide to Common Freshwater Invertebrates of North America* was contributed by VMA Outreach. VMA Outreach is a non-profit affiliate of the Virginia Manufacturers Association (VMA). VMA Outreach was established in October 1998 in recognition of the need to establish relationships and channels of communication with other constituencies on important environmental issues. In 2008, VMA Outreach became part of the Virginia Industry Foundation, a 501 (c) 3 non-profit educational foundation in order to expand its educational mission. VMA Outreach consists of companies and individuals who work to promote communication, education, and outreach to the media, environmental interest groups, government, teachers, students and the general public about environmental issues and the important role industry plays in protecting the environment. For more information, go to www.vmaoutreach.com.