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**FOR IMMEDIATE RELEASE**

## **“Sustainable Choices: Today, Tomorrow, Together” Exhibit**

*Explore the way everyday actions affect our earthier neighbors*

*January 24 through May 10, 2009*

**Jackson, Miss.** – “Sustainable Choices”, an interactive exhibit organized by NRG! Exhibits, explores the concept of sustainability and the choices that each of us make everyday.

Sustainability, or meeting the needs of the present without compromising the ability of future generations to meet their own needs, is an increasingly important topic as the world’s population and consumption expands. “Sustainable Choices” will engage visitors with thought-provoking content, interactive exhibits and live animals.

“Museum Educators will use live animals in the exhibit, including box turtles and alligators, to help visitors link their daily choices with how they affect our habitat and wildlife,” explains Libby Hartfield, Museum Director. For instance, we choose daily into which bags to put our groceries and how we wash our clothes. This exhibit will clarify some of these simple choices. Regular household objects and tasks are presented larger than life in seven modules.

“The best resource for our future energy needs is readily available, inexpensive, simple and safe,” said Haley Fisackerly, president and chief executive officer of Entergy Mississippi, Inc. “It’s energy efficiency, and it starts with us. We must learn how to make wiser energy choices. Entergy Mississippi is proud to partner with the Mississippi Museum of Natural Science in bringing the *Sustainable Choices* exhibit to our state,” he said. “This is an opportunity to teach our children that caring for the planet starts at home and can change the world.”

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## MMNS, “Sustainable Choices”, page 2

“The Mississippi Department of Environmental Quality is pleased to be part of this unique exhibit. One of our agency’s goals is to provide information to Mississippians about the importance of water conservation, the impact they have every day on water quality, and opportunities for people of all ages to help. We believe this exhibit will help us inform visitors about these ideas, and we encourage everyone to take advantage of this engaging exhibit,” said Trudy Fisher, MDEQ Executive Director.

This spring, the Museum’s lecture series will explore issues in sustainability and the Museum’s educators will use live animals and educational carts to interact with Museum visitors (see below).

*“Sustainable Choices”, organized by NRG! Exhibits, is sponsored by Entergy, Mississippi Department of Environmental Quality, The Mississippi Department of Wildlife, Fisheries and Parks, The Mississippi Museum of Natural Science Foundation, Jackie & Avery Rollins, Emme Wells, Mississippi Wildlife Federation, National Wildlife Federation, Natural Resource Initiative (NRI), Environmental Coalition of Mississippi, Mississippi 2020, Mississippi Council for Agriculture & Natural Resource Education (MSCAN) and other generous supporters.*

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The museum is located at 2148 Riverside Drive in Jackson. Call 601.354.7303 or visit [www.msnaturalscience.org](http://www.msnaturalscience.org) for details. The Museum is part of the Mississippi Department of Wildlife, Fisheries and Parks. The Mississippi Museum of Natural Science is an Equal Opportunity Employer and is compliant with the Americans with Disabilities Act (ADA).

### **Museum Hours**

Monday-Friday—8:00 am to 5:00 pm  
Saturday—9:00 am to 5:00 pm  
Sunday—1:00 pm to 5:00 pm

### **Admission**

Adults—\$5  
Children ages 3-18—\$3  
Senior Citizens 60 and over—\$4  
Children under 3—FREE  
Members—FREE  
School Teachers with classes—Call for Group Information

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## Come Connect with our New Exhibit “Sustainable Choices”

### EDUCATIONAL ACTIVITIES WITH MUSEUM NATURALISTS:

- **What's your water usage?** Come get your own personal water meter and see how much water you really use! And if that is not enough, you can take the water IQ quiz and see how much you really know about the water that surrounds you!
- **Food Choices:** Come learn the benefits of making the right food choices. The over-consumption of a certain food choice could have negative results.
- **Recycling ABC's:** “A-B-C-D-E-F-G, recycling is a game to me!” Learn your alphabet and how to recycle in this fun game which involves sorting and classifying recyclable objects.
- **Live Animals:** Making the right choices does make a difference for our Mississippi wildlife! Come meet our live animals and see how your choices affect them.
- **This spring look for our new water maze!** Come take an incredible journey through exploration, scientific inquiry, artistic expression, and action. Visitors will experience the water cycle, understand the science behind water purity, and realize the power each individual has to make a difference. Mazes are a powerful learning tool. The synergy between the physical act of exploring a maze while mentally interacting with the curriculum engages and educates visitors of all ages and creates a memorable experience.
- **Teachers** check out <http://www.wylandcleanwaterchallenge.org/> for great curriculum & teacher resources!

### LECTURES: All lectures are from Noon – 1:00 p.m. in the Museum's Rotwein Theater

**March 3, 2009**

Title: “Mississippi Crawfishes: Moving Beyond Etoufee”

Speaker: Susan B. Adams, Ph.D.; USDA Forest Service, Southern Research Station, Center for Bottomland Hardwoods Research, Oxford, MS

Crayfish (a.k.a. crawfish) live worldwide ranging in size from smaller than a little finger to big enough to break a person's arm. Join Dr. Adams for a global tour of crayfish and Mississippi species, their habitats, conservation issues, and ongoing research.

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**LECTURES: All lectures are from Noon – 1:00 p.m. in the Museum’s Rotwein Theater**

**April 7, 2009**

Title: “Sustainability and the Intrinsic Value of Mississippi’s Natural Capital”

Speaker: Larry Jarrett, Co-Founder, Natural Resources Initiative of North Mississippi & Consultant on Sustainability and Natural Resources

Larry Jarrett will discuss the social, environmental, and economic aspects of a sustainable community, how these issues are interrelated, and the need to address them holistically. The first step in achieving a sustainable community is to identify “natural capital” and the services it provides including the environment’s ability to maintain its long term health. Aesthetics, habitat for endangered species, climate regulation, air quality and water quality are becoming more important to society, and people tend to favor these values over utilitarian uses. In a recent study on forest valuation it was found that residents of the south favored intrinsic values of forests over economic and utilitarian uses.

**May 5, 2009**

Title: “Sustainable Building Practices”

Speaker: Anne Somers, AIA, Cooke Douglas Farr Lemons Architects and Engineers, Jackson, MS

How can small changes in building practices make large impacts on sustainability? Join architect Anne Somers to learn how the U.S. building industry is responding to increased energy costs by implementing dramatic changes in design and construction practices.

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