



MEDIA ALERT
FOR IMMEDIATE RELEASE

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**WORLD-RENOWNED SCIENTIST & PULITZER PRIZE WINNER,
JARED DIAMOND, TO ADDRESS VALLEY FORWARD**

PHOENIX, Ariz. (October 27, 2006) – Jared Diamond, a Pulitzer Prize winning author, world-renowned scientist and acclaimed educator will deliver the keynote address at Valley Forward’s 37th Annual Luncheon from 11:30 a.m. – 1:30 p.m. on Friday, December 1 at the Arizona Biltmore Resort in Phoenix.

A professor of geography at the University of California, Los Angeles, Diamond will address such questions as: What can our society learn about our future from past civilizations? Will we decline or flourish? Solve or fail to solve our environmental challenges? And how will the choices we make today impact us tomorrow?

In his Pulitzer Prize winning book, *Guns, Germs, and Steel*, Diamond explains the environmental and geographic reasons why certain human populations have flourished. In his more recent book, *Collapse*, he uses these same factors to examine why such ancient societies as the Viking colonies of Greenland, as well as modern ones like Rwanda, have fallen apart. His body of work has been the subject of a PBS special: *Great Minds of Science: Evolution*.

The event is open to the public for \$75 per person or \$700 for a table of 10. Reservations are available online at www.valleyforward.org or by calling (602) 240-2408.

In addition to Diamond’s presentation, Valley Forward’s Annual Luncheon will facilitate the election of the environmental public interest organization’s 2007 Board of Directors and recognize outstanding contributions to the association over the past year. The event has traditionally drawn upwards of 700 business and civic leaders.

“Since its inception in 1969, Valley Forward has advocated for a balance between economic growth and environmental quality,” said Diane Brossart, Valley Forward president. “Jared Diamond poignantly illustrates the importance of that balance in sustaining future generations.”

Valley Forward’s mission is to bring business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts to improve the environment and quality of life in Valley communities.