



Goldberg McDuffie Communications, Inc.

“The key thing is the sense of universal responsibility; that is the real source of strength, the real source of happiness. If our generation exploits everything available—the trees, the water, and the minerals—without care for the coming generations of the future, we are at fault, aren’t we?”

~His Holiness, the Dalai Lama

Dear Journalist,

When it comes to the environment, we are a confused and divided nation. The recent failure of Democratic leaders to reach a climate bill has fueled the Republican argument that global warming is a farce, and as scientists grow louder about the environmental impact of climate change, many do not know what—or who—to believe. The only way to move us out of environmental limbo is to move beyond politics and science to find common ground, something that everyone no matter their worldview, can agree on.

In **MORAL GROUND: *Ethical Action for a Planet in Peril*** (Trinity University Press; September 7, 2010; \$24.95), more than eighty visionaries—naturalists, scientists, activists, writers, and leaders from across the political and religious spectrum—argue that we have a moral obligation to take action to protect the future of a planet in peril. With a Foreword by Nobel Peace Prize winner Desmond Tutu and an introduction and essay by Kathleen Dean Moore, who is co-editor of the volume along with Michael P. Nelson, this book reminds us of the big picture and what is at stake if we continue arguing about the relatively small differences in opinion.

Moore and Nelson will travel to twenty cities this fall (tour schedule attached) to lead town-hall meetings to discuss the truly difficult questions at the heart of all human-caused environmental emergencies, including:

- What is rightly ours, and what do we owe the future?
- Can we take what we want or claim to need, leave the dregs for others present and future, and still think of ourselves as moral beings?
- What are the deeply held values that shape our decisions as consumers, investors, parents, and workers?
- How can we reclaim the right to live lives we believe in, to live as people of integrity—conscientious, compassionate, joyous and just?

Honoring all forms of moral discourse from a multitude of cultures, **MORAL GROUND** is the first book to propose that environmental calamities *must* be seen as moral issues. It is the call to action we need to inspire real change. I urge you to schedule coverage and will be in touch soon to discuss possibilities.

Best,

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