

EXAMPLE NEWS RELEASE

Lester Brown to Deliver Lecture on the Role of Agriculture in Dwindling Global Water, Feb. 4

Lester Brown, founder and president of Earth Policy Institute, will deliver a lecture titled “Peak Water: What Happens to Our Food Supply When the Wells Go Dry?” at 5:30 p.m. on Feb. 4 in the Nelson Mandela Auditorium at the FedEx Global Education Center.

Brown will also sign copies of his two latest books, *Breaking New Ground: A Personal History and Full Planet* (W. W. Norton & Co., 2013) and *Empty Plates: The New Geopolitics of Food Scarcity* (W. W. Norton & Co., 2012).

His lecture will focus on global agricultural production, specifically grain cultivation, and its use of a predominant share of the world’s limited water supply. Focusing on the “big three” grain producers – China, India and the United States – Brown will also discuss the challenges facing our food supply in light of increasing depletion of underground aquifers.

Brown has been described by the Washington Post as “one of the world’s most influential thinkers” and as “the guru of the global environmental movement” by The Telegraph of Calcutta. Brown is the author of numerous books and articles, as well as the recipient of scores of awards and honorary degrees. He helped pioneer the concept of environmentally sustainable development.

His principal research areas include food, population, water, climate change and renewable energy. In 1974, he founded Worldwatch Institute, the first research institute devoted to the analysis of global environmental issues; he was president of Worldwatch for its first 26 years. In May 2001, he founded the Earth Policy Institute to provide a vision and a road map for achieving an environmentally sustainable economy.

Presented by the [Global Research Institute](#), a UNC-Chapel Hill based institute for scholarly research on global issues, this lecture will be delivered as part of the center’s Water Nexus Speaker Series in conjunction with the University’s 2012-2015 campus-wide theme on water and the Water Institute at UNC. The FedEx Global Education Center is located at 301 Pittsboro St., Chapel Hill. Parking is available in the parking garage below the building beginning at 5 p.m.

Event Contact: Terry Tamari, coordinator, Global Research Institute, ttamari@unc.edu, 919.843.7823

Media Contact: Katie Bowler Young, director of global relations, UNC Global, kbowler@unc.edu, 919.962.4504

NEWS RELEASE TEMPLATE

Headline: Include subject, verb, object and date with the first letter of every word capitalized.

Lede: Identify the speaker and/or event and time, date and location.

Body Paragraphs: Include author/organization biographical information. If relevant, interweave quotes from other publications or sources. Information directly related to the event should appear first, followed by background details.

Presenter: List event presenters and organizers. If the event or speaker is part of a series, include general information about the series. Parking information may be included at the end.

Contacts: Provide name, title, organization, email address and phone number.