

Fax to: Roth Woods,
From: Stacey Fallis, Ecology Center

3 pages

Dear Roth,

I'm sorry I didn't get this to you right after speaking with you last week (was it last week?) I've been circulating this brochure copy and getting feedback on it before sending it your way. I see this as a three-panel two-fold brochure. The back-facing panel may list the Steering Committee members, but we need to check with the committee first, so you should plan on leaving the panel open to accommodate this. I will know after Feb. 15th if this will be added. I'm pretty flexible on deadlines, but let's say Feb. 17th for a draft copy and samples of logos. This brochure most likely will be in one color. Thanks again for your help! Please call me if you have any questions at 761-3186.

Ypsilanti Pollution Project Brochure Copy

front/outside panel:

The Ypsilanti Pollution Prevention Project: A Partnership for Ypsilanti's Environment
Ecology Center of Ann Arbor
Ypsilanti/Willow Run Branch of the NAACP

inside copy:

Environmental Injustice and Washtenaw County

Recent studies have documented the preponderance of environmental hazards in low-income and minority communities. This disturbing trend is also evident in Washtenaw County.

Ypsilanti, the most industrialized community in Washtenaw County, is also the most toxic. According to the Washtenaw County Toxics Report, a report released by the Ecology Center, toxic emissions in the Ypsilanti area are the greatest per capita in Washtenaw County — with 24% of the population, Ypsilanti and Ypsilanti Township have approximately half of the county's total toxic emissions. Ypsilanti also has the highest percentage of people of color in the county, and is among the communities with the lowest per capita income.

Citizen Action for Pollution Prevention

The Ypsilanti Pollution Prevention Project will try to stimulate community awareness and action on toxic issues. Ecology Center and NAACP staff will assist the community in identifying local environmental needs and in creating a response. Staff will also provide technical support and aid in research as needed.

Empowering the Community: Creating Awareness of Pollution Issues

Student awareness and understanding of issues goes hand-in-hand with citizen action. The Project will work in selected neighborhood schools as a natural stepping stone for outreach to children and adults. Educators will conduct programs related to pollution prevention for students, teachers and parents to foster awareness of, and encourage participation in environmental issues.

The Ecology Center and The NAACP: A Unique Partnership for the Environment

The Ecology Center of Ann Arbor and the Ypsilanti/Willow Run Branch of the National Association for the Advancement of Colored People (NAACP) have joined in an exciting and unique partnership to fight pollution in the Ypsilanti area. The Ecology Center and the NAACP hope to lay the groundwork for a pollution prevention strategy to be employed in underserved communities throughout southeast Michigan.

Making a Difference in Your Community

The Ypsilanti Pollution Prevention Project is a project for the people. Citizens are encouraged to get involved in working for cleaner and healthier neighborhoods. If you would like to help clean up Ypsilanti's environment, or would like more information about the Ypsilanti Pollution Prevention Project, please call the NAACP at (313) 480-9654 or the Ecology Center at (313) 761-3186.

The Ecology Center is a regional, non-profit environmental organization which develops and conducts education, advocacy, information and technical programs which encourage the development of sustainable communities.

The Ypsilanti/Willow Run Branch of the NAACP is a leading chapter of the nation's foremost civil rights organization.

The Ecology Center and the NAACP are membership-based organizations. If you are interested in becoming a member, please contact the organization for more information.

For more information about the Ypsilanti Pollution Prevention Project, contact: Jennifer Jamison Lofton, NAACP, (313) 480-9654 or Stacey Fallis, Ecology Center, (313) 761-3186.

***The Ypsilanti Pollution Prevention Project is made possible through
a grant from the W.K. Kellogg Foundation***