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FOR IMMEDIATE RELEASE

September 29, 2008

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Today's Toxic Environment Triggers the Epidemic of Childhood Illnesses in the U.S., Reveals the Book POISONED PROFITS

Oct. 14 - Authors Hold Call to Action with Physicians for Social Responsibility-LA

(LOS ANGELES, CA) With indisputable data, Poisoned Profits: The Toxic Assault on Our Children reveals that the children of baby boomers—the first to be raised in a truly toxified world—have higher rates of birth defects, asthma, cancer, autism and a frightening range of other neurological illnesses from ADHD to mental retardation, compared to previous generations. The book was researched and written under the sponsorship of Greater Boston Physicians for Social Responsibility (GBPSR), sister chapter of Physicians for Social Responsibility-Los Angeles (PSR-LA).

On Oct 14, 6:30pm, at All Saints Church in Pasadena, PSR-LA will host a Discussion and Call to Action with the book's authors, **Philip and Alice Shabecoff**, and co-sponsoring organizations focused on social and environmental justice. **Special guest speaker will be Joseph K. Lyou, PhD**, Executive Director of the California Environmental Rights Alliance (CERA) and South Coast Air Quality Management District Governing Board Member. *(See event flyer at the end of this release.)*

In Poisoned Profits, the Shabecoffs reveal that one out of two pregnancies fails to come to term or results in a less than healthy child. Premature births and infertility are on the rise as this generation matures, while the ratio of male babies dwindles. The book explains how a child is much more vulnerable to toxins than an adult, how genes and the environment interact, and how toxic exposures from conception to early life can set a person's cellular code for life which can cause illness from childhood until old age.

Just as important, this book exposes how damaging evidence is routinely concealed by the companies that profit from toxics, abetted by government collusion, scientists-for-hire, lobbyists, lawyers and cynical public relations. It tells the poignant stories of families and communities harmed as the result.

(CONTINUED on following page)

Poisoned Profits is in the end a book about hope and optimism. Now we know what is happening. These poisons are manmade; manufacturers can take them out of our children's lives and make profits from safe 'green' products. The authors offer guidance to parents (and pregnant women and pregnancy-planning couples) about how to protect their children, and to all reader-citizens on how to bring about change, describing where to go for more advice, including websites, books, organizations and scientists ready to answer parents' questions.

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PSR-LA is working to bring together health professionals and the diverse communities of Southern California to reduce threats to public health related to war and environmental toxins. Events like this continue to build the broad movement towards public policies rooted in social and environmental justice.

Event co-sponsors include: All Saints Church, Californians for a Healthy & Green Economy (CHANGE), Healthy Homes Collaborative, Black Women for Wellness, Strategic Concepts in Organizing and Policy Education (SCOPE), Maternal and Child Health Access, LA Best Babies Network, Institute for Children's Environmental Health (ICEH), California Environmental Rights Alliance (CERA), California Latinas for Reproductive Justice (CLRJ) and Green LA Coalition.

ABOUT THE AUTHORS

Philip Shabecoff was the chief environmental correspondent for The New York Times for fourteen of the 32 years he worked there as a reporter. After leaving the Times, he founded and published Greenwire, an online daily digest of environmental news. For his environmental writing, Shabecoff was selected as one of the "Global 500" by the United Nations' Environmental Program. His previous books include *A Fierce Green Fire: A History of the American Environmental Movement*.

Alice Shabecoff is a freelance journalist, and former executive director of the National Consumers League, the country's oldest consumer organization, and former executive director of the national nonprofit Community Information Exchange.

www.poisonedprofits.com. Random House, August 2008, ISBN 978-1-4000-6430-4.

BOOK REVIEWS

"Poisoned Profits is a sober and sobering account by two deeply experienced journalists of how the environmental degradation caused by corporate polluters can have direct and terrible effects on the health of our children. This meticulously researched book is a powerful call to action. It is essential reading for all who care about children, families, and America's future."

--Philip J. Landrigan, professor and chairman, Department of Community and Preventive Medicine, Children's Environmental Health Center, Mount Sinai School of Medicine

(BOOK REVIEWS continued on following page)

BOOK REVIEWS (continued)

“Brilliant. Every parent in America owes a debt of gratitude to Philip and Alice Shabecoff. [Poisoned Profits] should be high on the next President's reading list.”

--Barry Commoner, senior scientist and emeritus director, Queens College Center for Biology of Natural Systems

“Into an arena filled with confusing claims and counter-claims, Phil and Alice Shabecoff have now brought their remarkable journalistic skills, providing us with a clear-headed, accurate assessment of the toxic threat to America's children. The result, however, is not a "on the one hand, and on the other" tome but a highly readable indictment so powerful it may finally force action. We have needed this book; now at last we have it.”

---James Gustave Speth, Dean, Yale University School of Forestry and Environmental Studies

“Powerful reporting backing powerful conclusions—it will make those of us with kids shudder, but hopefully it will also make us get out of our chairs and engage in the politics necessary to protect the future.”

--Bill McKibben, author, The Bill McKibben Reader

With the seasoned eyes of savvy reporters, the Shabecoffs bravely and cogently confirm that our children inherit a much more threatening world than their parents. A provocative wake up call and searing and unsettling indictment, this book exposes the perils and promise of the future.

---Devra L. Davis, director, Center for Environmental Oncology, University of Pittsburgh Cancer Institute, Professor of Epidemiology at the University of Pittsburgh's Graduate School of Public Health; author, The Secret History of the War on Cancer.

Poisoned Profits, painstakingly researched, incontrovertible, is a dire warning of the need for immediate bipartisan political and legal action against the corporate greed, complicit science, government collusion, and public apathy and ignorance that continues to permit the metastasizing plague of lethal poisons found in all too many processes and products. Should become an elemental text for all who wish to protect ourselves, especially those who claim to be public servants.

--Peter Matthiessen, author

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Poisoned Profits was researched and written with support from the Ford, V. Kann Rasmussen, Heinz Family and Rockefeller foundations, under the sponsorship of Greater Boston Physicians for Social Responsibility. Physicians for Social Responsibility and the Institute for Children's Environmental Health are current sponsors. Some of the nation's leading environmental health scientists served as advisors to the book.

(OCT. 14 EVENT FLYER on following page)



BOOK SIGNING

DISCUSSION

CALL TO ACTION

Co-sponsored by:



Healthy Homes Collaborative



GreenLA Coalition

With authors **Philip and Alice Shabecoff**

Poisoned Profits: The Toxic Assault on Our Children

and **Joseph K. Lyou, PhD**

South Coast Air Quality Management District Governing Board
Member and Executive Director of the California Environmental
Rights Alliance (CERA)

Tuesday, October 14, 2008

6:30 PM

All Saints Church

132 North Euclid Avenue
Pasadena, CA 91101

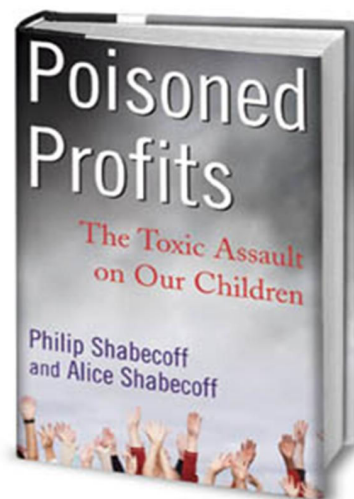
Free and open to the public

RSVP to Ana at 213-689-9170

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www.poisonedprofits.com



ABOUT THE AUTHORS

Philip Shabecoff was the chief environmental correspondent for The New York Times for 14 of the 32 years he worked there as a reporter. After leaving the Times, he founded and published Greenwire, an online daily digest of environmental news. For his environmental writing, Shabecoff was selected as one of the "Global 500" by the United Nations' Environmental Program. He received the James Madison Award from the American Library Association for leadership in expanding the public's right to know.

Alice Shabecoff is a freelance journalist focusing on family and consumer topics. Her work has appeared in The New York Times, The Washington Post, The Christian Science Monitor, and the International Herald Tribune, among other publications. She was executive director of the National Consumers League, the country's oldest consumer organization, and executive director of the national nonprofit Community Information Exchange. Her previous books include A Guide to Careers in Community Development.

In Poisoned Profits: The Toxic Assault on Our Children,

journalists Alice Shabecoff and Philip Shabecoff directly and definitively link industrial toxins to the current rise in childhood disease and death. The book was researched and written under the sponsorship of PSR-LA's sister chapter, Greater Boston Physicians for Social Responsibility (GBPSR).

Discussion of the evening will include how climate change will impact children's environmental health, the corporatization of scientific/ environmental health research, and how to move the market and hold government accountable.

Policy advocacy opportunities regarding climate change, chemical policy reform, and pesticides will also be presented.

PSR-LA is working to bring together health professionals and the diverse communities of Southern California to reduce threats to public health related to war and environmental toxins. We hope that events like this one will help us continue to build the broad movement towards public policies rooted in social and environmental justice.

This program made possible by funding from the California Wellness Foundation, Californians for a Healthy and Green Economy (CHANGE), The Women's Foundation of California, and the Roth Family Foundation