



NEWS RELEASE

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Community Joins to Read *Ecological Intelligence* by Daniel Goleman

MARK YOUR CALENDAR - *Sustainability Week, October 11-17*

Blacksburg, Virginia, September 8, 2009 – Sustainable Blacksburg, in partnership with Virginia Tech and the Town of Blacksburg, is issuing a friendly call to action for all Blacksburg residents. As **Sustainability Week** approaches (October 11-17), the community is encouraged to read *Ecological Intelligence* by Daniel Goleman. Goleman's book, the companion to *Emotional Intelligence* and *Primal Leadership*, explores the hidden environmental consequences of what we make and buy. It further demonstrates how new market forces drive the essential changes we must all make to save the planet.

Ecological Intelligence draws on cutting-edge research to reveal why "green is a mirage." It illuminates inconsistencies in our response to the ecological crisis, and introduces new technologies that reveal with "radical transparency" the eco-impact of products we buy.

For ten years, Virginia Tech has been selecting a "Common Book" for all entering freshmen to read. This year, the chosen book is *Ecological Intelligence*. "This is a wonderful opportunity for us to gather as a community and make this a common reading experience for everyone," said Blacksburg Vice Mayor and Sustainable Blacksburg Board Member Leslie Hager Smith.

To kick off **Sustainability Week**, Daniel Goleman will be in Blacksburg to deliver a keynote address on Sunday evening, October 11. There will be opportunities for the community to interact with Mr. Goleman further.

Copies of *Ecological Intelligence* are available through all branches of the Montgomery-Floyd Regional Library; Tech Bookstore on Main St.; Easy Chair and Volume Two bookstores at the University Mall in Blacksburg; and online.

To learn more about **Sustainability Week**, visit www.vt.edu/sustainability

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