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For Immediate Use

**\$100,000 GRANT FROM SAVE THE EARTH FOUNDATION FUNDS
UCLA CENTER TO STUDY THE ENVIRONMENT AND SOCIETY**

A \$100,000 grant from the Save the Earth Foundation has created a new research center at UCLA that bridges the gap between study of the environment in the social sciences and natural sciences, involving research on such key issues as air pollution, water quality, and the public response to environmental concerns.

"The Center for the Study of the Environment and Society was created because initiatives to protect the environment draw primarily on expertise in the natural sciences, rather than social science expertise," said Richard Berk, professor of sociology and director of the center.

"This emphasis has occurred in spite of the fact that human societies are the primary cause of environmental problems, and humans are among the principal victims of long-term environmental neglect. The many fields within the social sciences, working in cooperation with the natural sciences, have a great deal to offer to the fight to preserve the environment, and this new center will help focus that work at UCLA."

The Save the Earth Foundation is a non-profit public benefit corporation dedicated to the expansion of environmental awareness. Founded by Neal Pargman, the foundation's work is funded by the sale of products bearing the Save the Earth logo. The foundation has funded a variety of educational programs, seminars, and university research projects that raise public awareness of environmental concerns, and encourage individuals to enhance their support of the environment.