



## **Brooklyn Branch NAACP and SHARE Celebrate Earth Day with Brooklyn Kids**

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SHARE (Safe, Health, Affordable and Reliable Energy) and The Brooklyn Branch NAACP teamed up to create a special Earth Day celebration for a group of lucky kids from Brooklyn. Tilden Hall Residence, which provides shelter for homeless families, selected the children to participate in an Earth Day celebration with interactive lessons and trivia games with an environmental twist. The celebration, held at *'Madd Fun'* a family entertainment center in East New York, allowed for a fun and informative way to educate and engage young minority children on the importance of protecting the planet.

“The Brooklyn Branch NAACP considers environmental awareness to be an important issue for all New Yorkers, particularly the youth,” said Karen Boykins-Towns, President of the Brooklyn Branch NAACP. “When our children suffer at asthma rates far above the national average, we are faced with an epidemic that we can actually mitigate through education.”

According to a study published by the Mt. Sinai School of Medicine, asthma hospitalization rates are as much as 21% higher in low-income and minority neighborhoods in New York City. In addition to emergency room visits, asthma is also a leading cause of hospitalization and missed school days among children in New York’s poorest neighborhoods.

“Earth Day is the perfect time to expose young people to the beauty of nature and the importance of protecting the resources she provides,” said Craig Wilson, Executive Director of SHARE. “When children see how and where the environment impacts their lives, it underscores for them the importance of a clean energy future.”

This special Earth Day celebration marks the second occasion where The Brooklyn Branch NAACP and SHARE have partnered to raise environmental awareness in Brooklyn. Last summer, both organizations sponsored a community forum at Medgar Evers College, which addressed emerging energy, health care and environmental needs in Brooklyn.

“SHARE is happy to once again partner with the Brooklyn Branch NAACP,” said Craig Wilson. “We also look forward to working with more students from Tilden Hall Residence, and becoming an active partner with them in these challenging times to provide invaluable services to those in Brooklyn who need it the most.”



**ABOUT SHARE**, (*Safe, Healthy, Affordable and Reliable Energy*), is a non-profit coalition of organizations committed to ensuring the continued supply of reliable, clean and affordable electricity for all New Yorkers. SHARE, and its member organizations, are committed to working with local stakeholders in the New York metropolitan area to address these problems and provide all New Yorkers with the clean and affordable power they deserve.

**ABOUT BROOKLYN BRANCH NAACP**, The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.

**ABOUT TILDEN HALL RESIDENCE**, is a temporary living facility for families, operated by Highland Park Community Development Corporation. The facility, located in East Flatbush, is a 9-story building capable of housing over 400 people in its 117 apartments.

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