AWARDS FOR KIND NEWS

KIND News, the highly acclaimed children’s newspaper published by the National Association for Humane and Environmental Education (NAHEE), recently received the APEX ’92 Award of Excellence. APEX awards are given for outstanding graphic design, editorial content, and overall communications effectiveness. NAHEE’s Adopt-A-Teacher program, through which KIND News is distributed to classrooms nationwide, recently was awarded the Certificate for Environmental Achievement by the National Environmental Awards Council. The program was honored for its success in advancing the cause of environmental protection while serving as a model for other programs around the country.

APEX and the National Environmental Awards Council join such other distinguished award sponsors as the Education Press Association of America, the Partnerships in Education Journal, the U.S. Environmental Protection Agency, and Association Trends, all of which have honored NAHEE publications and programs in recent years. “This kind of recognition is extremely important to us,” says Patty A. Finch, HSUS vice president, Youth Education, and executive director of NAHEE. “It validates the importance of our message.”

Recent surveys of teachers and students who receive KIND News reflect the publication’s far-reaching impact. Ninety-six percent of responding teachers reported that their students take KIND News home to share with their family, a finding confirmed by the student survey. Currently read by more than 600,000 students, KIND News is unique, observes Ms. Finch, because “it is humane education that goes into the home. It is read by children and parents who may not be well informed about the appropriate treatment of animals. We’re not just ‘preaching to the choir.’”

Two organizations have recently honored KIND News. Two organizations have recently honored KIND News. To learn how you can “adopt” a teacher and provide KIND News to a classroom in your area for just $18 per year, contact NAHEE, PO Box 362, East Haddam, CT 06423-0362.

Reflect for a moment . . .
how can I help animals even when I no longer share their world . . . ?

Through your bequest for animal protection to The Humane Society of the United States, you will be able to assist in planning a will.

Please send: Will information

Name
Address
City State Zip

Mail in confidence to: Murdaugh S. Madden, Vice President/Senior Counsel, The Humane Society of the United States, 2100 L St., NW, Washington, DC 20037.