



QUALITY DEER MANAGEMENT ASSOCIATION

Contact: Tim Lilley
(800) 209-3337
tlilley@qdma.com

NEWS RELEASE



QDMA PRODUCES LANDMARK CLASSROOM PROGRAM

Bogart, Ga. – “What can communities do about overabundant deer populations in urban areas?”

That’s a question state agencies, local governments and countless property owners have been trying to answer for years. Although there remains no easy answer – no cookie-cutter, one-size-fits-all solution – the Quality Deer Management Association has released a landmark multimedia educational program that explores the unique deer-management and biodiversity issues founded in ever-growing urban and suburban deer herds.

“Living With White-Tailed Deer” includes a three-part, DVD-based video and an interactive CD-ROM with printable support materials in PDF format. “LWWTD” is intended to serve as the basis for a week-long classroom activity for students in grades 7-12.

“LWWTD” is available now from the QDMA for \$29.95, plus shipping and handling. Discounts are available to educators. Please call the QDMA at (800) 209-3337 for details.

More than five years in development and review, “LWWTD” in its final form reflects extensive critical evaluation, including:

- Complete review by a World Wildlife Fund consultant for Correlation to National Academic Standards in Environmental Education, Science, Social Studies and Civics.
- Review by science/environmental teachers in 15 school districts from Colorado to Maryland for curriculum contents – and uniformly judged as non-biased.
- Review for content and effectiveness by more than 75 professional wildlife biologists and university professors, and 50 state DNR environmental-education officials.

Additionally, teachers and students in eight classrooms in three states, grades 7-12, pilot-tested and reviewed “LWWTD.” In those pilot classrooms, students consistently developed community solutions that reflected their core personal values for achieving a biodiverse and healthy ecosystem.

The classroom version of “LWWTD” already has received significant acclaim. The package is an International Winner of The Wildlife Society’s Conservation Education Award, and it has earned the Outdoor Writers Association of America’s Golden Eco Award as a Conservation Education Production. A community version of “LWWTD” will be available later this year in DVD-only form.

Founded in 1988, the QDMA is a national nonprofit wildlife conservation organization with 45,000 members in all 50 states and several foreign countries. Membership in the QDMA is open to anyone interested in better deer and better deer hunting, and committed to ethical hunting, sound deer management and the preservation of the deer-hunting heritage. To learn more about the QDMA and why it is the future of deer hunting, call (800) 209-DEER [(800) 209-3337] or visit www.QDMA.com.

QDMA ... Better deer, better deer hunting.
