

# OUR CHILDREN ARE THE FUTURE

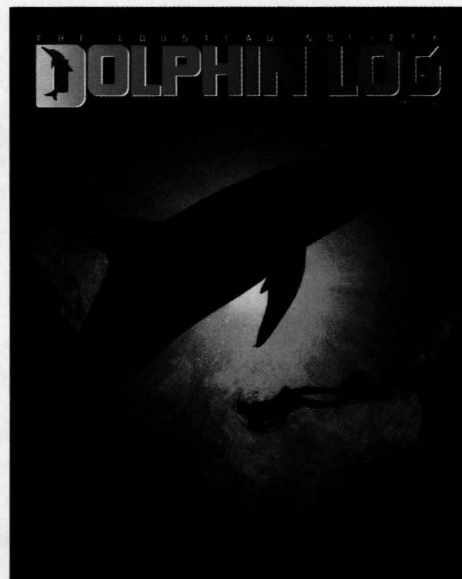
Jean-Michel Cousteau has always believed in the power children have to bring about change. And he's always wanted young people to grow up with the values and determination to reverse the way our generation addresses environmental issues.

Now, Cousteau has made inroads toward that goal by realizing his dream of publishing a children's science magazine. The *Dolphin Log*, The Cousteau Society's bimonthly magazine for kids ages 7-15, has become popular reading among its 90,000 recipients. It's a successful tool for teaching children the importance of protecting our environment. And Shaklee is helping keep the dream alive by sponsoring one issue per year of this innovative magazine.

The philosophy of the *Dolphin Log* is to delight, instruct, and instill an environmental ethic and understanding of the interconnection of all life on earth, including humans. It arouses children's curiosity, drawing them into the fascinating world of the sea and, more broadly, into our whole natural environment.

The *Dolphin Log* reports on science, history, and the arts as they relate to our global water system. Editorial content centers on marine biology, ecology, natural history, the environment, and water-related stories.

The magazine is filled with full-color photographs, including many underwater close-ups. It contains easy-to-read articles for kids of all ages, and even educational puzzles and contests to help children get involved in what they're learning.



Young people are our only hope for the future. We must do our best to help them understand why they're crucial in the struggle to preserve the environment. The *Dolphin Log* can go a long way toward building children's ethics and raising their awareness about the important roles they can play in the coming years.

The magazine is off to a promising start. Children all over the country read and enthusiastically respond to the 16-page publication, and circulation is increasing. Already, the *Dolphin Log* has won a 1988 *Parent's Choice* award and been distinguished as a "model in the field." Shaklee is proud to sponsor this important publication and help it grow.

You can receive both the *Dolphin Log* and the *Calypso Log*, for adult readers, by joining The Cousteau Society. Annual family membership is \$28 per year. Write to: The Cousteau Society Membership Center, 930 West 21st Street, Norfolk, VA 23517.

By Catherine Dee

## about your drinking water, for example?

Yes. I travel a lot, so when I go to countries that don't have any regulations, I'm very careful. But you know, it's not a problem if you are exposed to a little bit. The problem is if you are exposed to it every day.

## What should people do to help clean up our waters?

We need to encourage unique water quality legislation. The Society has proposed a Global Ocean Policy to preserve marine life and water quality while allowing for reasonable development. We need to go beyond countries' borders. It is a global problem, and it needs a global solution.

By Claire Hertel