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FOR IMMEDIATE RELEASE

ZUGUNRUHE – Quiet Revolution Underway to Heal the Planet

New Book explores our personal connection to the environment.

SEATTLE, WA., November 15, 2010—Ecotone Publishing, the industry’s first exclusive green architecture and design publisher, today announced the release of a new book, *ZUGUNRUHE – The Inner Migration to Profound Environmental Change*, authored by internationally acclaimed green design visionary Jason F. McLennan.

Just prior to periods of great migration, certain species display agitation and restlessness - a phenomenon referred to by scientists as ‘zugunruhe’. McLennan identifies a similar pattern emerging among people yearning for a sustainable future. This book is intended as a catalyst for anyone interested in exploring a deeper, more meaningful connection to the environmental movement. “*Zugunruhe is a work of creative genius that draws us into an engaging journey of self-discovery, brings the biggest and most frightening issues of our time up close, and invites our engagement,*” notes David Korten, “*It will leave you envisioning human possibilities you never previously imagined.*” Profound, personal and practical, McLennan’s narrative reminds us that individual efforts ripple outward and can lead to revolutionary change for the betterment of people and planet.

ZUGUNRUHE – The Inner Migration to Profound Environmental Change (ISBN 978-0-9749033-2-3) is available online and at architecture and building bookstores throughout North America. *Foreword* by renowned natural sciences writer, and author of *Biomimicry*, Janine Benyus. For more information, excerpts or to order the book, please visit <http://www.ecotonedesign.com>

Author: Jason F. McLennan is an internationally recognized leader in the green building movement and the CEO of the International Living Building Institute and the Cascadia Green Building Council. Jason’s work has been published in dozens of journals, books, magazines and conference proceedings and he is the author of three previous books including the highly acclaimed *Philosophy of Sustainable Design*.

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