

PRESS RELEASE

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Color Science Inquiry in Local Schools for Interior Renovation of Classrooms for the Advancement of Public Education Portland, OR

In April, a project is underway to create a new, emotionally supportive and motivating classroom color system for local schools. This study is being conducted by Debra Wilde, an internationally accredited color specialist and author. Current school paint colors are lifeless and outdated, and could impact current low academic performance ratings. In elementary, middle and high schools, Ms. Wilde will conduct presentations and questions with student and teacher participation. Answers will be tabulated and coordinated with what science knows about color.

This is a complimentary service for the first six schools to sign up for the 'Classroom Color Project.' Audience members will learn about color preference, bio-kinesiology, color science, psychology, and basic physics, and how a good color system can contribute to classroom performance.

To fulfill on the project, solicitation requests will be made from paint companies and contractors for tax-deductible donations for product, lighting, and painting services, for the promise of fresh color and inspired learning. Ms. Wilde developed this endeavor while participating in a Landmark leadership program. Part of the coursework was to create a project that benefits the community. Landmark is an international training and development company, who is known for offering this flagship course. The Landmark Forum (www.landmarkworldwide.com).

The United States Surgeon General, Vivek Murthy stated, "along with nutrition and exercise, the impact of the environment is emotionally significant to health and well-being."

"A school's physical environment has a powerful psycho-physiological impact on its students. Appropriate color design is important in creating surroundings that are conducive to learning and studying, promoting physical and mental health. Many cases of irritability, premature fatigue, lack of interest, and behavioral problems can be attributed directly to incorrect environment conditions involving poorly planned color and lighting," said Wilde.

For more information and involvement in this project, call Debra Wilde, author of "The Core Color Plan: Use Color with Intention for Greater Well-Being and Productivity," at 503-224-5760 or email: info@debrawildedesign.com, www.debrawildedesign.com.