



Fascination of  
Plants Day  
May 2015

Media and Network  
Leaders

USA RESOURCE GUIDE

#### Goal

Cultivate a fascination for how plants sustain the environment and provide essential food, medicine, fuels, and fibers for daily life.

#### Focus

Inspire media and network leaders to convey the importance of plants and invite their audiences to sponsor, host or participate in FoPD events or activities.

**May 18<sup>th</sup> is Fascination of Plants Day – An International Event** (26 countries & counting)

**US National Coordinator:** [American Society of Plant Biologists](#) (ASPB)

Primary Contact: Katie Engen ([katie@aspb.org](mailto:katie@aspb.org) / 301-251-0560 x116). Please share with Katie the publication links and updates for any FoPD news you report.

#### Want to talk to a plant biologist?

- Crispin Taylor - ASPB Executive Director ([ctaylor@aspb.org](mailto:ctaylor@aspb.org) / 301-251-0560 x115)
- Mary Williams - Feature Editor, *The Plant Cell* ([mwilliams@aspb.org](mailto:mwilliams@aspb.org))

#### Online Resources

- [Why Plants are Fascinating – Messaging Guide](#). This guide includes taglines, social media options, key terms, heftier talking points, and notable quotes about plants and plant science
- **FoPD International:** [www.plantday.org](http://www.plantday.org) - 26+ countries participating
- **FoPD USA:** <http://bit.ly/USAFOPD>

#### Plant Biology Overview Materials

[Milestones in Plant Biology](#) is a timeline of the field from the 1920s to the present. New [entries](#) welcome.

ASPB [History](#) timeline of the Society's highlights from 1920 to now.

[The 12 Principles of Plant Biology](#) are the foundational concepts of the science.

[Plant Biology Learning Framework](#) outlines key goals for undergraduate plant biology education.

#### Multi-Media Options – for addressing big questions of plant biology

[Why Study Plants?](#) (PPT) reviews critical roles plants play in daily life and to sustain life on earth.

[Why I Chose Plants](#) – crowdsourced short video of happy plant biologists

[Hooks & Hot topics in Plant Biology](#) is a Scoop.it blog for timely, attention-grabbing, and informative posts on plant science and education. See also @PlantTeaching.

[sLowlife](#) offers artistic video shorts that accelerate the time-scale of plants into our own frame of reference.

[Using Biotechnology for Sustainability](#) (PPT) shows meeting today's agricultural needs & sustaining the future.

[GEN-Engineering Risk Atlas and the Biofortified.org Blog](#) (GENERA) is a database of peer-reviewed research on the relative risks of genetically engineered crops.