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Improving the Quality of Life Through Balance Between Nature and Technology

News release

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Aviation and the Environment Find Common Ground at Lindbergh Foundation Award Event

MINNEAPOLIS, June 13, 2006 — Aviation enthusiasts and those with a passion for the environment seem to be an unlikely mix, but in the spirit of Charles and Anne Morrow Lindbergh, the Lindbergh Foundation brought them together and the crowd filled the Minnesota History Center's 3M auditorium to near capacity on Friday, May 19, for the 2006 Lindbergh Award Event. The annual honorary **Lindbergh Award** builds on the Foundation's mission of improving the quality of all life by balancing our technological advancements with the preservation of the environment as it honors individuals who, through their work, have made significant contributions over many years toward the Lindberghs' concept of balance. This year's Lindbergh Awardees, Dr. Peter Diamandis and Will Steger, exemplify this concept of balance. "Together they not only represent balance and the Foundation's mission," said Lindbergh Foundation Honorary Chairman Reeve Lindbergh, youngest daughter of Charles and Anne Morrow Lindbergh. "They also reflect balance in human endeavors – on this planet and beyond!"

Dr. Peter Diamandis, a pioneer in the development of incentive prizes, was recognized with a 2006 Lindbergh Award for his ability to inspire the brightest minds on Earth to tackle some of the most pressing issues in the world today. "A visionary, much like my grandfather, Peter Diamandis created the X PRIZE Foundation to change the current paradigm of space travel," said Erik Lindbergh, grandson of Charles and Anne Morrow Lindbergh and vice chairman of the Foundation.

During his introduction of Diamandis, Vice President for Aerospace Science of the St. Louis Science Center Gregg Maryniak said, "Using the energy and material resources of free space to nurture our planet would be the ultimate balance of technology and the environment. Those who saw that space is not a desert but rather a bountiful ocean that surrounds the Earth, fought with the problem of how to get into space economically when nearly all such activity was conducted by a few governments. Dr. Peter Diamandis, took up the challenge of human access to space and spent decades in this struggle."

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“Given the origins of the X PRIZE Foundation, this award means so much to me personally and professionally,” said Diamandis, Chairman of the X PRIZE Foundation, CEO of Zero Gravity Corporation and Co-Founder and CEO of Rocket Racing League. “The Lindbergh family has been a wonderful inspiration throughout the years and I look forward to continuing the heroic tradition of Charles Lindbergh with many new prizes.”

Will Steger, the first Minnesotan to receive a Lindbergh Award, made the first confirmed unsupported trip to the North Pole with a team of eight people and 50 sled dogs in 1986. He was recognized with a 2006 Lindbergh Award not only for his numerous polar expeditions, but also for his deep understanding of the environment, his use of technology, and his efforts to raise awareness of current environmental threats, especially climate change. Steger has been an eyewitness to the on-going catastrophic consequences of global warming. In 2007, utilizing the latest in web and communications technologies, students, educators and individuals will be able to travel along with Steger as he embarks upon his next expedition entitled, “To the Ends of the Earth.”

CBS affiliate WCCO-TV’s chief meteorologist Paul Douglas introduced Will Steger and said, “Will and I share a common concern: climate change and global warming. It’s not alarmist hype; it’s real. I’ve become increasingly concerned about what I’m seeing in the data and what it might mean for our almost mythical quality of life, but Will Steger has lived it.”

On the subject of global warming Will Steger said, “I’ve been such a fortunate person to have been in the era of exploration, before and after GPS. But more than that, I am fortunate to be an educator and to be able to tap into the new technologies of the information age to reach people around the world.” He went on to say, “I believe technology is our hope. We have technologies available already, but we need to capture the human spirit, especially the American spirit ... to take on this initiative.”

Corporate Award for Balance

“The Lindbergh Foundation is delighted to present Patagonia with our first annual Corporate Award for Balance,” said Foundation Director Erik Lindbergh. “Patagonia’s global view of the environment and their business practices are a superb model for other businesses to follow. Their success demonstrates that operating a business with a strong environmental ethic can and does work and in fact, may lead to a competitive advantage in the future.”

Rick Ridgeway, Vice President for Environmental and Public Affairs for Patagonia, Inc., accepted the award on behalf of Patagonia. In a statement he said, “Patagonia’s mission statement is to use business to implement solutions to the environmental crisis and inspire other businesses to do the same. We are genuinely pleased to see the Lindbergh Foundation embracing similar values,” noted Ridgeway. “With

both the prestige and recognition that comes with this award, we've all made a big step toward achieving the goal of inspiring businesses to act in a balanced, environmentally responsible way.”

“It very exciting to know that for the first time in its 29-year history, The Charles A. and Anne Morrow Lindbergh Foundation is awarding a Corporate Award for Balance, and that it is being awarded to Patagonia, Inc.,” said Harrison Ford, 2003 Lindbergh Awardee and friend of Patagonia’s founder, Yvon Chouinard. “This honor is very deserved and I hope it will illuminate Patagonia’s leadership toward demonstrating alternatives to conventional, waste-intensive practices.”

Patagonia was recognized for its use of organically produced and recycled materials in its clothing line and its efforts to reduce its environmental footprint by incorporating energy-efficient lighting and heating systems and use of recycled building materials at its facilities.

Other Aviation Notables in Attendance

Dr. Paul MacCready, Jr. 1982 Lindbergh Awardee and Lindbergh Foundation honorary board member, MacCready is the founder and chairman of AeroVironment, Inc. Dr. MacCready has been pioneering the use of alternate energy sources in aviation for over 50 years, developing vehicles and devices that strike a balance between nature and technology. He became known as the “father of human-powered flight,” when his *Gossamer Condor* made the first sustained, controlled flight by a heavier-than-air craft powered solely by its pilot’s muscles. His *Gossamer Albatross* was the first aircraft to fly across the English Channel using only human power, in 1979. Dr. MacCready also won the Kremer Prize for both his *Gossamer Condor* and *Gossamer Albatross*.

John and Martha King. The Kings have revolutionized the flight training industry and have taught nearly half of each year’s class of new private and instrument pilots in the United States. They are the first couple to both hold every category and class of FAA pilot and instructor certificates. And, Martha is the first and only woman to achieve this complete ratings sweep.

Greg Herrick. Herrick is known as one of the nation’s foremost collectors of Golden Age aircraft and is a recognized leader in the aviation community. He is president of the Aviation Foundation of America and publishes *AircraftOwner* magazine and the *Historic Aviation* catalog.

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The [Lindbergh Foundation](#) is a public 501(c)(3) nonprofit organization, based in Anoka, Minnesota, which strives to improve the long-term quality of all life by balancing technological advancements and the preservation of our environment. The Lindbergh Foundation also values individual initiative and accomplishments. Its programs are devoted to supporting, honoring, and educating individuals, through three major programs: the annual honorary Lindbergh Award, presented to individuals for significant contributions toward balance in their work; the Lindbergh Grants program, which provides grants in amounts up to \$10,580 (the cost of building the *Spirit of St. Louis* in 1927) for research or education projects that will make important contributions to the technology/environment balance; and a variety of educational events and publications centered on the balance theme.