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The “lungs of the world” are collapsing *Businessman-cum-author challenges humans to reverse global damage*

MONTREAL – Between May 2000 and August 2006, almost 60,000 square miles of the Amazon rainforest were destroyed, an area larger than the entire country of Greece. Despite the efforts of the Brazilian government to bring illegal clearing to a halt, the thriving ecosystem once described as the “lungs of the world” is disappearing. Every year, the Amazon still shrinks by 6,000 to 12,000 square miles to make room for farmland. It is apparent we need to reverse these trends, but are we even scientifically advanced enough to tackle the large-scale damage caused by human consumption?

Businessman and author Marvin L. Zimmerman broaches the issue of man’s capacity to reverse global damages in his new book, *The Ovum Factor: A Novel* (Synergy Books, February 2008, ISBN 1-933538-99-6, \$14.95). Zimmerman’s fictional protagonist, David Rose, is a young, smart businessman who is swept up in a quest to find a molecule believed to have the ability to create a “genius race.” With the planet’s ecology resting in the balance, David and his companions race to discover the key to superior intelligence, which holds the hope of reversing global problems.

“More and more evidence is coming forth indicating that global warming is real and causing an imminent threat,” Zimmerman says. “This is not an inheritance I want to leave my son, and I hope *The Ovum Factor’s* message will further fuel people to action.”

Brazil’s environment ministry, estimates as much as 2,700 square miles of rain forest was cleared from August through December, meaning that Brazil could lose 5,800 square miles of jungle by August if the rate continues.

Zimmerman draws heavily on his experience as a world-traveler and employs his knowledge of the book’s locales to accurately convey geographical settings. His travels also influenced his message, allowing him to witness the global trend toward consumption and its obvious harm to the environment. Zimmerman’s gripping novel educates as it entertains, helping readers recognize the severity of our global situation and the need for solutions.

In an interview, Zimmerman can discuss:

- Environmentalism: Canada vs. U.S. and what we can learn from each other
- What kind of planet will we leave to our future generations?
- Why education is the key to saving the environment
- The business of science: How business facilitates scientific progress
- Simple lifestyle changes we can make now to save the environment

Zimmerman earned a Bachelor of Science in chemistry and a Master of Business Administration in international business. He was an instructor of international business at McGill University and Concordia University for more than a decade. Zimmerman lives with his wife and their seven-year-old son in Montreal, Quebec, where he is currently working on his next novel.

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To schedule an interview with Zimmerman or receive a review copy of *The Ovum Factor*, please contact Shelby Sledge at (512) 478-2028 ext. 227 or ssledge@phenixpublicity.com.