



ACTION FOR NATURE

*We encourage young people to take personal action
to protect the environment on which all life depends*

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Ciudad López Mateos Student Among 2020 International Young Eco-Hero Award Winners

Local Pre-teen Receives Top Honor for Contributions to Solving Environmental Problems

San Francisco – Ivanna Ortega Serret, a 12 year-old from Ciudad López Mateos, Mexico, is one of seventeen young environmental activists from across the globe honored by Action for Nature (AFN) as a 2020 International Young Eco-Hero, an award that recognizes eco-conscious youth aged 8 to 16 for their creative initiatives aimed at tackling critical environmental challenges.

Awarded annually, these outstanding young people from across the globe are selected by a panel of independent judges, including experts in environmental science, biology, and education. For the past 17 years, the International Young Eco-Hero Awards have honored global youth in two categories – 8 to 12 years old and 13 to 16 years old – who are taking important steps to solve tough environmental problems. Since 2003, Action for Nature has recognized more than 275 young people from over 30 countries and 25 U.S. states.

Ivanna won second prize in the 8-12 year-old age category for her project, Clean Up Madin's Dam.

Ivanna Ortega Serret lives near Madin Dam, an essential ecosystem in the area, which has been a source of water for her town and others and home to wildlife. But in 2019, budget cuts left the municipality without funds to keep the water clean, so water lilies and other plants took over, the fish began to die, and the birds disappeared. In response, Ivanna launched a petition against the land's owner and got over 19,000 signatures in just two weeks advocating for maintenance efforts to preserve this natural gem, and today, thanks to Ivanna, volunteers, and her community, the Madin Dam is officially lily free.

"Kids like Ivanna have shown that the next generation is refusing to simply stand on the sidelines but instead is turning its passion for helping the planet into projects that have tangible, positive impacts on the environment now," said Beryl Kay, president of Action for Nature, an international non-profit organization that encourages young people to nurture a love and respect for Earth's natural resources and to take personal action to better their environments. "Young



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activists like Ivanna are shaping the world around them and inspiring other young people to take action to protect our Earth.”

“It is like a lake full of life and it broke my heart to see it almost dying. I've learned that I can make something for my town and for nature,” said Ivanna Ortega Serret.

To read more about Ivanna’s work, visit

actionfornature.org/eco-hero-awards/2020-awards/#ivanna or check out the project website www.change.org/p/conagua-limpia-la-presencia-de-atizapac-de-zaragoza.

To learn more about this year’s International Young Eco-Hero Award winners, visit

actionfornature.org/eco-hero-awards/2020-awards.

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Action for Nature (AFN) is an international non-profit organization based in San Francisco, California, that encourages young people to nurture a love and respect for Earth’s natural resources and to take personal action to better their environments.