

June 22, 2010

Dear Colleagues,

Since the Gulf oil crisis began in April, the media have been calling on globally renowned ecotoxicology expert Dr. Ronald Kendall to [share his expert insights](#) on what can be expected in its aftermath.

Kendall is Director of The Institute of Environmental and Human Health (TIEHH) and Chair of the Environmental Toxicology Department at Texas Tech University in Lubbock. According to Kendall, the best way people can get involved to help right now is through monetary donations.

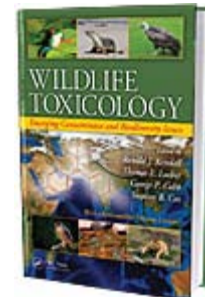


Dr. Ron Kendall

"Contributing financial support to relevant organizations is important now," Kendall said. "Increased efforts are needed to protect sensitive zones, such as Colonial breeding bird rookeries, to reduce as much as possible wildlife mortality and impacts on reproduction."

"We must all become more environmentally aware and realize that the Gulf coast ecosystem is a national treasure and all Americans have a stake in the outcome of this crisis and, hopefully, its ultimate resolution."

Kendall's new book, [Wildlife Toxicology: Emerging Contaminant and Biodiversity Issues](#), focuses on the global effects of environmental contaminants on wildlife. It is one of the first books to recommend proven mitigation techniques to protect and sustain Earth's wildlife populations.



"The current Gulf oil spill crisis is the largest environmental disaster in America's history, and it is still unfolding," Kendall said.

"[The field of] wildlife toxicology will be at the forefront of assessing the impacts of this spill on the Gulf coast ecosystem and will provide the database that will lead to the ultimate resolution and remediation of this unprecedented release of oil into our environment."

If you would like to order Dr. Kendall's new book, please enter promotional code [575FW](#) at checkout to [Save 20%*](#) on your order.



You may also be interested in [The Toxicology of Fishes](#), which covers the interaction of chemical contaminants with freshwater and marine fishes. It includes seven real-life case studies, including *The Effects of the Exxon Valdez Oil Spill on Pacific Herring in Prince William Sound* and an additional study of surfactants in English rivers.

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