



For Immediate Release -- June 13, 2007

STEVEN CRANDELL NAMED NEW DIRECTOR OF
DEVELOPMENT & PUBLIC AFFAIRS

One of the leading voices for peace in the country, the Nuclear Age Peace Foundation, has hired a person steeped in Santa Barbara's nonprofit tradition to head its fund-raising and communication efforts.

Steven Crandell, son of Mr. Santa Barbara, Larry Crandell, will be taking on the role at the foundation's Santa Barbara headquarters.

"I am excited to have this opportunity," said Mr. Crandell. "Our challenge is huge. We want to eliminate the world-wide threat from nuclear weapons. But if our task is great, it is also critical to the future of the planet.. People ask me why I took the job. I say, 'There are four reasons, and their names are: Isaac, Luke, Josette and Nathaniel. Those are the names of my children. The legacy of peace is the greatest gift we can give our children and grandchildren. Without it, nothing is secure. We hear a lot about sustainability these days. To me, peace is the single most important precursor to sustainability, and freedom from the ultimate threat, a nuclear attack, is fundamental to our survival as a species."

Steven, age 48, has spent the last two years working with his father as consultants to local nonprofits in fund-raising, public relations and strategy. The Crandell Company was asked by one of their clients to write a book about Larry. Late last year, Steven's book *Silver Tongue – Secrets of Mr. Santa Barbara* was published. All profits from the book go to charity. So far, more than \$8,000 has been raised and distributed to local charities.

Steven was raised in Santa Barbara, went to SBHS and received his bachelor's degree from Stanford and a Master's Degree in Creative Writing from the University of East Anglia in England. A long-time journalist, he spent 15 years producing national news programs in New Zealand, the last ten with Television New Zealand, the state broadcaster. Steven also played basketball overseas for teams in Luxemburg, England and New Zealand.

The Nuclear Age Peace Foundation -- The Nuclear Age Peace Foundation initiates and supports worldwide efforts to abolish nuclear weapons, to strengthen international law and institutions, and to inspire and empower a new generation of peace leaders. Founded in 1982, the Foundation is comprised of individuals and organizations worldwide who realize the imperative for peace in the Nuclear Age. The Nuclear Age Peace Foundation is a non-profit, non-partisan international education and advocacy organization. It has consultative status to the United Nations Economic and Social Council and is recognized by the UN as a Peace Messenger Organization. www.wagingpeace.org

For More Information please call Steven at 805-965-3443 or email scrandell@napf.org