



Small Steps Add Up

PLANET ACTION

August 1, 2008

Week 13

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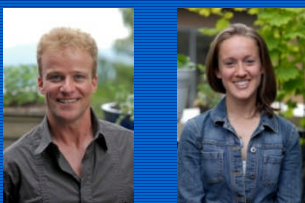
Who We Are:

The Run for One Planet is an ongoing run endeavour focused on "Inspiring Environmental Action, One Step at a Time."

Our Goals:

To run 1 Marathon each day, to inspire 1 million new Actions for Earth and to raise \$1 million for our Foundation.

Two Canadians, Matt Hill and Stephanie Tait, on an 11,000 mile run to inspire Environmental Action.



Hello from the Busy Metropolis of Toronto!

Another lifetime of adventures has happened since we last wrote you all in Winnipeg. Our resolve was tested and our characters built like never before. Here are some of our most memorable moments...

At the 2,000 Mile Marker

(Steph) I'm starting to realize the dangers and intensity of being out here. It only took me 2000 miles, but...

On Canada Day, we received the news about the "**Ride of a Lifetime**" cycling tour across Canada, where a family of four cyclists was hit by a Honda Civic, killing two of them instantly. They were about a week behind us, traveling the exact same route we did just weeks earlier. We probably would have met them, like all the other cyclists traveling across Canada, had they been able to continue their journey.

And then there are the bugs. Dad told me to watch out for the **black flies** in Ontario. He said they took chunks out of him, back in his youth. I didn't believe him until they started taking chunks out of me while running. The last three nights have been totally restless, as we stayed up round the clock, battling the mosquitoes that snuck through openings in the window screens. Funnily enough, I wouldn't trade this for the world...

Terry Fox Monument, Thunder Bay

(Matt) I stopped for no particular reason and saw a small clearing on the other side of the road marked with a small white post. I was able to cross over in slow motion, like I was entering a church or place of high reverence. A small cluster of small trees protected the space from too much notice from the masses. The small marker read:

*Mile 3339
"Terry Fox's Marathon of Hope"
September 1, 1980*

My unexpected stop on my early evening pull out of Thunder Bay granted me access to the very spot where my childhood hero had been forced to end his run journey. It was a 10 minute experience I will never forget. Thanks Terry, for showing us what it means to have courage and for helping to define a highway across our great country which stands for inner strength we are all capable of... if we just try.

Thunder Bay, ON

(Matt) We entered Thunder Bay on Thursday night, July 3rd with another amazing group of people. Forty of them were from the Fresh Air Experience "**Meter Eaters**" running group which energetically led us into this fine city by the lake. Their manager, Alan Cranston, had sent the word around about our arrival and they delivered.



Pictured above: Terry Fox Monument, Thunder Bay, ON

Take the Action Challenge:

Commit to 1 new Action for Earth

1. Eat Local and Organic.
2. Turn Off Your Car.
3. Eliminate Plastic Bags – Bring Your Own Bag.
4. Use Green Cleaners.
5. Turn Off the Lights.
6. Turn Off the Taps.
7. Reduce. Reuse. Recycle.
8. Compost.
9. Bring Your Own Bottle.
10. Teach Your Children Well.

Our vision is to inspire 1 million North Americans to commit to one new step for the planet, for one month, to bring about 1 million new actions for Earth.

Environmental Actions Taken to Date:

961

We were also led in by another local, Steph's first babysitter, Nicole Shaw! Nicole honked her horn excitedly as she led us to her house for a 2 night stay which re-charged our spirits with laughter and fun with her amazing family.

The Thunder Bay media came out and supported our tour from all sources – TV, newspaper and radio. We were welcomed at City Hall by acting Mayor, Larry Hebert and MP, Ken Boshcoff. We also interviewed with TBTV, The Chronicle and CBC Radio.



Pictured above: Matt and Steph in Sault Ste. Marie, ON

Our stay in this great Canadian city ended with a stellar visit to the chiropractic office of Brian Shroader. He spent over two hours adjusting all three of us back into running and biking form! Thanks so much, Brian, for your insightful and healing ways.

Wawa, ON

(Vanessa aka "Lady Vanilla") I'm going to go through a typical Run for One Planet Road Team day, so all you readers out there can see what its like and how comical it can get. Yesterday was pretty typical.

5:00am Matt is the first one up and wakes us both up grinding his coffee beans. We need to start early because there is a team call at 8:00pm and we have to make up mileage from a few days ago to get to Sault Ste Marie in time for events.

5:45am It's time to pick up the laundry. Matt and Steph have showers, but I'm too tired to get out of bed even though it's my 3rd day without one.

7:00am I'm on the road with Matt starting his run. Steph and I sleep between all the 10km pulls. Matt however is normally in the RV on his own so he can't sleep.

6:00pm We were a little short on the mileage at the end of the day so I get Matt and Steph to do some mileage at the same time... it's now 7:15pm and we're finished.

7:30pm There wasn't enough time to do the grocery shopping (as always) so off to the campsite we go. We need to cook dinner fast so we can get on the team call at 8:00pm.

7:55pm No cell service! We leave the water and sewage behind and get back onto the highway to find a pocket of service. Dinner is half made on the stove, so someone has to stand there holding it while we drive madly down Highway 1 because otherwise it would fly all over the floor.

8:25pm Service is found, but Matt and Steph have to stand in the middle of the RV because that is the only place they can get it, as we're perched on the side of the highway in the dark. While video taping, I back into the shower which is FULL of recycling because there haven't been any receptacles for over two weeks.

11:00pm Sleep! The shower will have to wait until tomorrow, again, hopefully, as the park showers are closed now, our grey water is too full and our good water too empty to take one in the RV.

Sault Ste. Marie, ON

(Matt and Steph) On **January 23** we left a message for Tammy and Brenda at the Country Way health food store in Sault Ste. Marie. In response, we got an email:

Sorry I missed your phone call today. My partner, Tammy, and I are very excited about participating... I look forward to discussing this further with you. I will give you a call tomorrow. Thank You, Brenda

Days Into the Run:

90

Want to Join the Action Team?

Run for One Planet is a growing organization and is constantly seeking passionate, skilled people to **VOLUNTEER** in helping with different areas of the run tour and to help inspire environmental action for a healthier planet.

Please contact Run Director, Laura Shanahan, RunDirector@RunForOnePlanet.com to get involved.



Fast forward through the next 5 ¾ months. The tour was just 10 days away from the Sault, and our Events Director, Michelin brought it up that the tour had a stop in Sault Ste Marie but no event! There we were, in the middle of nowhere Ontario, with intermittent cell service, and we made the call. With less than 10 days to plan, here's how the day went:

RUN: Event day started with a 5km run with the Sault Stryders, led by world champion tri-athlete, Sherri Smith, along with police escort – everyone decked out in R41P shirts and hats

MEDIA: After the run, we were met by two local papers – the SooToday.com and the Sault Star. Radio personality, "Junior" and his colleague "Rocky", from YES-FM were also on location all day

GOVERNMENT: We were also met by two city counsellors, Jamie Caicco and Steve Butland, both very engaged with environmental stewardship in the Sault

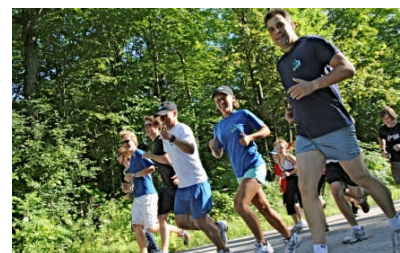
FUNDRAISING: A vegetarian BBQ was held with all proceeds going to R41P. The day wrapped up with a huge lotto-sized cheque presented by Tammy and Brenda!

We were made to feel like old friends in a city we knew for just 48 hours. It is truly this Canadian spirit which moves us forward everyday on our journey around the continent.

Youth Leadership Camps Canada, Orillia (Matt, Steph and Vanessa)

"Dream. Dare. Do".

The motto is simple. The summer camp where it comes from is, in a word, magical. Each summer, kids from all over the area, and other countries, come to experience the magic of **Youth Leadership Camps Canada** (YLCC) in Orillia, Ontario.



Pictured above: Matt and Steph running with the YLCC participants.

The spirit of the kids and the staff lifted us up and left a lingering feeling of happiness we'll take with us for the duration of our journey. There's something pretty special about a camp that makes the theme of the week the 'environment', in your honour. There's something pretty special about...

- ... campers making up songs for earth and serenading you, singing solo and in groups
- ... swarms of campers and directors alike coming up to you with open arms and big smiles
- ... camp directors that give their campers the option of donating some of their "tuck money" to our cause rather than spending it on candy
- ... a camp that keeps the Action Challenge Sheet running throughout the camp for the week, inspiring kids to take one new action for earth
- ... sitting on the Muskoka chairs, and meeting Emily, Gabby, and Jason
- ... climbing a 50 foot pole, and declaring in front of all these special people that we want to change the world... and leaping to swat the buoy
- ... over 100 campers running you out of the camp, cheering on either side.

The world needs a place like YLCC to motivate, inspire and dare kids to believe in the power of their dream. Please visit www.ylcc.com for something pretty special.

Thanks goes to Philly D, Austin the dog, Trish, Erin, Ang, ORANJ, all the amazing leaders of tomorrow and head puba camper himself, STU-pendous Saunders.

Aside from this newsletter, there are other ways to keep up-to-date with Matt and Steph during their year-long run:

- ☑ You can also visit our **Official Run for One Planet Blog** at: www.runforoneplanet.com
- ☑ Join the **Official Run for One Planet Support Group** on Facebook: www.facebook.com

Don't forget to visit our website in order to get your very own Run for One Planet bamboo t-shirt that you've seen Matt & Steph sporting on numerous occasions.

All proceeds go to the Run for One Planet Legacy of Action that will provide seed capital for eco-system enhancement initiatives around North America, granted to and driven by local community engagement and action.



New Banners! New Website! New Shirt!

We have 3 exciting announcements:

New Banners!

First off, support the run by adding our **Run For One Planet banners** created by the amazing Tanya Zboya of Zboya Design (www.zboyadesign.com) to your website or blog. You can get the banners by visiting our August 8 blog entry:

blog.runforoneplanet.com/?m=200808&paged=2



Pictured above: Banner by Tanya Zboya

New Website!

Second, have you visited our website lately? If not, go to www.runforoneplanet.com and check out our completely revamped, easy to navigate and totally awesome Run for One Planet website!

While you are browsing our new website, take the Action Challenge, challenge your friends/family members and donate to the Legacy of Action.

New Shirt!

Last, a unique way to support the run and to help us spread the word about taking ACTION for earth is to visit our **Run for One Planet store** on our new website (www.runforoneplanet.com/store.php) to purchase your very own **Run for One Planet organic t-shirt** and wear it proudly. 100% of proceeds go to Run for One Planet!

Listen to what Mariann, one of our fabulous supporters in BC, is saying about how her t-shirt helped to spread the word:

"I wore my Run for One Planet t-shirt to White Rock on Friday and a few people stopped to say they knew about the run. I encouraged them to make their pledges online... Then at my lunch at the Boathouse, I had a server give me her tips thus far for the day and asked me to send them in to you! \$22.00! Isn't that just so amazing?! By the time I was ready to leave she was challenging her colleagues... who knows what may happen. She also asked if I could bring her in a poster for their staff room! This all happened because I was wearing the Run for One Planet t-shirt (and a little gift of the gab so to speak!!!"

All t-shirts are \$26.95 (includes free shipping) and come in size S to XXL. They are available in beige or navy and are made in Canada from a bamboo/cotton blend. Give back and get something to wear in return!

August 14: Happy Blackout Day!

Blackout Day recognizes a massive Blackout that occurred on August 14, 2003. It was the largest blackout in North-American history, and affected significant portions of the Northeastern United States and most of Ontario for up to 3 days in some areas.



In 2005, the Woodstock Environment Advisory Committee (WEAC) proposed a Voluntary Blackout Day Challenge for Ontario Municipalities to acknowledge the 2003 massive Blackout. With support from Woodstock Hydro and the Independent Electricity System Operator (IESO), this grassroots event evolved from humble beginnings as a local Woodstock event in 2005, to a Province-wide municipal challenge in 2006.



Blackle.com – Saving Energy One Search At A Time.

www.blackle.com

What is Blackle? Blackle, created by Heap Media and powered by Google Custom Search, saves energy because the screen is predominantly black. "A given monitor requires more power to display a white (or light) screen than a black (or dark) screen." Roberson et al, 2002

In January 2007 a blog post titled Black Google Would Save 750 Megawatt-hours a Year proposed the theory that a black version of the Google search engine would save a fair bit of energy due to the popularity of the search engine. Since then there has been skepticism about the significance of the energy savings that can be achieved and the cost in terms of readability of black web pages.

Heap Media, however, points out that there is value in the concept because even if the energy savings are small, they all add up.

2007 saw the challenge extended out to all business owners in Ontario as the event was held on a weekday for the first time. Blackout Day is intended to communicate the need for **energy conservation** and **demand management** to the public.

Beyond saving energy on just one day, the City of Woodstock, now in partnership with The Blackout Day Group, is striving to raise awareness of the need to conserve electricity throughout the year. Our power system is essential to every aspect of our modern lives, yet it is fragile and must not be taken for granted.

Check out www.blackoutday.ca to take the Blackout Day Challenge!

Be the Next Green Celebrity Liaison!

We would love to have you volunteer and get involved with our awesome team as the **Green Celebrity Liaison**. As the successful applicant, you will help to make a difference to our planet, gain valuable skills that you can transfer to your current and future jobs and interact with a fantastic (and expanding!) team of people.

For the duration of this position, you will be working independently out of your home, interacting with both our Home Team (including our Race Director, Directors and Publicist) as well as our Road Team (especially our Co-Founders and Road Manager) mostly through online correspondence, plus some regular telephone meetings and occasional in-person meetings. Under no circumstance will you be expected to incur any of your own financial costs without compensation.

Duration: July 2008 – May 2009

Hours: Approximately 5 hours per week

Application: E-mail Stephanie Tait at Steph@RunForOnePlanet.com.

Number of Positions: 1

Green Celebrity Liaison

As Green Celebrity Liaison your role will be to:

- Conduct research to identify green celebrities (e.g., Ed Begley Jr., Leonardo DiCaprio) or persons of influence (i.e., activists, business people, host of Tree Hugger Radio, etc.) born and/or living in Canada and the USA, generating a database of such individuals and their appropriate contact persons (i.e., agencies, etc.) to enable us to raise our profile with 'key influencers' who have made a name for themselves associated with the environmental movement
- Contact the appropriate persons, engaging them with the initiatives of the Run For One Planet (with ongoing communication, if necessary), inviting them to be a part of our movement by making a public endorsement (i.e., letter, taking the Action Challenge, etc.), meeting the Road Team if/ when they run through their area, holding a reception with some of their celebrity friends (i.e., on-set with other cast members, out to lunch, etc.)
- Work with our Directors and Founders to keep these 'key influencers' aware of our progress, our milestones and other 'stories from the road' that will serve to raise our profile
- Follow up with the 'key influencers' in response to any enquiries they might have
- Seek new and creative ways to raise the profile and awareness of Run for One Planet within this community

QUALIFICATIONS PREFERRED

- Strong research skills and experience
- Professional communication skill (email and interpersonal)
- Diligence, a strong sense of responsibility, and attention to detail
- Proactive and mature
- Desire to contribute to the environmental movement
- Interest in sports/physical activity
- Desire to be part of a dynamic Team

On-Line Community Members:

1034

Facebook Members:

571

Contact Us

If you have any feedback or suggestions about this newsletter, please contact the Online Community Manager, **Nancy Kwan**, at news@runforoneplanet.com



If you don't think the above position is right for you, not to worry! Keep checking our **blog page** for our [latest volunteer postings to join our team](http://blog.runforoneplanet.com/2008/06/volunteer-postings.html):

blog.runforoneplanet.com/2008/06/volunteer-postings.html

Upcoming Route Schedule

ONTARIO

| City | Date |
|----------------|--------------------|
| Woodstock | Aug 12 – 14 |
| Ajax-Pickering | Aug 15 – afternoon |
| Kemptville | Aug 19 – morning |
| Ottawa | Aug 20 – 23 |
| Hawkesbury | Aug 24 – evening |

QUEBEC

| City | Date |
|--------------------|----------------------|
| Montreal | Aug 26 – 27 |
| St. Sulpice | Aug 28 – afternoon |
| Berthierville | Aug 28 – overnight |
| Trois Riviere | Aug 29 – afternoon |
| Port Neuf | Aug 30 – afternoon |
| Quebec City | Aug 31 – Sep 1 |
| Beaumont | Sept 2 – afternoon |
| St. Jean Port Joli | Sept 3 – mid morning |
| Riviere-Du-Loup | Sept 4 – afternoon |
| Vauban | Sept 5 |

NEW BRUNSWICK

| City | Date |
|-------------|----------------------|
| St. Basile | Sept 6 – evening |
| St. Leonard | Sept 7 – mid morning |
| Fredericton | Sept 10 – 12 |
| Moncton | Sept 16 – 17 |

PEI

| City | Date |
|---------------|--------------|
| Charlottetown | Sept 20 – 21 |

NOVA SCOTIA

| City | Date |
|-------------|------------------------|
| Pictou | Sept 22 – evening |
| New Glasgow | Sept 23 afternoon – 24 |
| Sydney | Sept 28 |