



Small Steps Add Up

# PLANET ACTION

September 5, 2008

Week 18

## In This Issue:

- Update from Matt, Steph & Vanessa
- Upcoming Route Schedule

## 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, inspire 1 million new Actions for Earth and raise \$1 million for our Legacy of Action

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



## The Last Month Has Been Nothing Short of Incredible!

Ontario was incredible! We connected with thousands of new people from Toronto to Hawkesbury, experienced countless new media opportunities and witnessed Action Challenge and Legacy Fund numbers climb, not to mention having a few hundred more miles under our shoes. It has been another month filled with joy so deep, challenges so great and lessons so big it could all last a lifetime. And at the end of the day, it has all been supporting exactly what we're out here to do: to inspire environmental action.



Pictured above: Matt and Steph with some of the Toronto lululemon staff

Read on for clips of how everything unravelled. See what it might inspire in your life...

### TORONTO

We made it folks! We've completed 2,897 miles, over 50 marathons each, 90 tour days, a much coveted week of rest (sort of), events, interviews and even managed to spend time with family and friends.

We ran into the Greater Toronto Area on July 30th, and spent the first few days with our cousins, eating and visiting between interviews with the Weather Network, radio, television and newspapers, as well as between events with lululemon, Mountain Equipment Co-op (MEC) and Planet Organic Market. We still seem to always have so much to take care of that "rest days" have been officially renamed, "non-run days".

Whether it is Matt making friends with as many receptionists and radio DJ's as he can, or Steph cranking out another team or business building initiative, we are seriously proud of ourselves and Vanessa, our Road Manager Extraordinaire, for making it to Toronto intact... and ready to rumble!

Each day, the miles are entered into our memories and have melded into one big marathon of snow, rain, sun, mudslides, thunder storms, hills, flat continuous Prairies, wind, jaw dropping beauty and a lifetime of caloric burn. These are the stuff of dreams and we are lucky to be living ours every day.

### GUELPH HAS (GREEN) PASSION

We continue to be totally amazed at how an entire city of events and media opportunities can be set up with such short notice. But it seems time is less of an indicator of our success in a city when compared with the organizers' passion. And boy does Guelph have (green) passion!

We would like to extend a HUGE thank you to our community hosts Martin Lavictoire with

## 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 action for Earth.

## Environmental Actions Taken to Date:

**1,357**

the City of Guelph, Laura Mousseau from our very own team, as well as Bonnie Doucette for her off-site support. This morning, our website hits were higher than they've ever been due to the number of people we were able to connect with yesterday.

Yesterday at 10:00am, we had an event at Stone Store with Mayor Karen Farbridge and the In-Motion folk. Next, we had on-site interviews with The Guelph Mercury, The Guelph Tribune, Roger's TV and CTV. Finally, we ran to the Guelph Green Party Campaign Headquarters, where we met Mike Nagy. If Mike wins the Guelph by-election in September, he would be the first Member of Parliament for the Green Party in Canada and the USA! We're rooting for you Mike! (<http://youth.greenparty.ca/?q=node/265>)



Above: Matt and Steph with Mike Nagy

### THE KING OF LONDON: ADAM HILL

You might remember a TV show called, "The King of Kensington", about a guy who knows everybody, is well liked and has an ability to set things up and get things done. Canada also has a King. He lives in London, Ontario, along with his lovely, Brittany. He also happens to be my nephew. The King of London is (drum roll please)... Mr. Adam Hill.

Adam told me a long time ago when we were first planning our route through Ontario that "We have to come to London!" And if we did, "London's mine!" Well, as you all know, we did go to London... and London really was his!

Days before we arrived and non-stop during our stay, Adam organized a 4-day BONANZA of media (TV and radio interviews), events (running groups, lululemon, farmer's market, meeting with the Mayor – you name it!), and comforts beyond our wildest dreams... like 5 nights in a hotel, Thai yoga massages from Rob at Moksha Yoga (Vanessa even got pampered with a manicure and pedicure). He even added in a little eco-education, when him and Brittany took us to her parent's farmland and gave us a tour of their wind turbines.



Above: The amazing Adam and Brittany

We want the world to know how grateful we are to have Adam on our amazing Run for One Planet team. To the King of London: Thank You for making London yours.

### STOLEN BIKE STORY

It's August 9<sup>th</sup>. We're in London (ON), in our hotel room with Adam and Brittany. Due to our long days, it's not long before Matt walks them down to their car. Walking past the RV, he notices something.

Our two bikes have been stolen, right off the back! These are more than just bikes to us. They're our safety. And now, they're gone. Exhausted, shocked and saddened, we go to bed, resolving to solve it in the morning.

At 10:30am the next morning, I get a call from Adam: "Be downstairs in 20 minutes. A-Channel is coming to cover your missing bike story for the Evening News."

CTV Vancouver was even going to run the piece. The reporter, Sarah, writes me afterwards: "...I'm hoping for the best. There are great people out there. Let's hope someone comes forward to help. Talk to you soon (with good news, I hope!)..."

6:00pm that night, we're watching our story. Our cell number flashes across the screen... and *literally* two seconds later, our phone starts ringing. "I can't believe what happened to you! Not in my city! I have a bike I want to donate."

We're stunned. When we hang up... 4 Missed Calls! The phone rings again, and again, and again, all night. In the morning: 7 missed calls, all from complete strangers wanting to donate their bikes so we would be safe. All from people like Olivia, a young girl fighting

## Fast Facts

Days Into the Run:

125

Miles Run:

3,468

Where are WE Now? Visit:

[www.WatchMyRace.com](http://www.WatchMyRace.com)

On-Line Community Members:

1034

Facebook Members:

615

cancer. Her mom called offering to donate \$250 worth of bike gift certificates given to her daughter from the Cops for Cancer. (Olivia we're rooting for you.) People like Blair who actually drove down to our hotel and delivered his bike himself! Organizations like Mason Mall called, wanting to donate \$1,000 to go towards new bikes. The Manager of Wal-Mart, London, even called to open up his store for any two bikes we wanted.



Above: Matt and Steph with A-News donating bikes to the Boys & Girls Club

All in all we ended up with about 30 offers for bikes and \$1,000 in cash donations. With all this generosity, we didn't just want to turn it all away. An idea strikes... *Let's get the extra bikes donated to the Boys & Girls Club!*

So that's exactly what we did! The next morning, we were on A-News again, this time with the Boys & Girls Club, with the newly donated bikes in tow, splitting our donation with them, to show London their true city spirit. In the end, I think Sarah (first reporter) sums it up best in her follow-up email to me:

*"I got into work today and one of my co-workers immediately said, "Did you hear about all the bikes?" I am just so, so happy you got what you needed to continue safely. Hooray! It's so great to hear there are plenty of wonderful people out there."*

### WOODSTOCK: PART I

There are some things in life that are just meant to be. For us, visiting communities around Toronto was it. And it all started with an angel named Jessica. It was June 23<sup>rd</sup> when we received an email from Jessica Happel, Vice-Chair of the Woodstock Environment Advisory Committee (WEAC):

*"I was wondering if it would be possible to arrange a stop for the Run for One Planet in Woodstock, Ontario on August 14, 2008 – Blackout Day in Ontario?... The Run will be in Ontario around the right time and thought that it would be mutually beneficial to have you come through Woodstock on Blackout Day. We both highlight the importance of taking environmental action in our everyday lives."*

It was a no-brainer; We would extend the tour by two weeks to make it happen.

This decision, made by the Road Team on the side of Highway 1 on a cold, rainy and double marathon day, changed the whole course of the tour. It opened up our schedule to stop in the memorable cities of Guelph and London, as well as Woodstock, which added much needed time to prepare for our arrival in Ottawa. It also allowed us to connect with hundreds of new people, provided great media exposure, raised funds for the Legacy and increased the Action Challenge numbers.

To say this extension breathed new life into our tour and revived our spirits would be an understatement.

### WOODSTOCK: PART II

Like many cities we've visited, Woodstock was filled with a little bit of magic. And if Adam is the King of London, then Jessica is the Queen of Woodstock. On August 12<sup>th</sup>, about 2 km away from Woodstock, we get a text from Jessica: *"Tune into 104.7 FM. Our local radio station is announcing your impending arrival!"*



Above: Matt and Steph at 104.7 FM.

We tune in, and wouldn't you know it there we were being announced like the biggest tour crossing the country. We were run into Woodstock like true rock stars, with not one but TWO Police escorts from the Oxford Community Police, a radio escort from 104.7 Heart FM's Community Cruiser and a photographer from the Woodstock Sentinel-Review snapping shots of us running in.

We were escorted to the steps of City Hall, where we were officially welcomed by Mayor

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](http://www.runforoneplanet.com)

☑ Join the **Official Run for One Planet Support Group** on Facebook: [www.facebook.com](http://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.



Michael Harding and other City Counsellors. Afterwards, Matt and I switched between radio and newspaper interviews.

On August 13<sup>th</sup> as we stumble around the RV, we get another text from Jessica: "You are top of the news in Woodstock! Tune in to 104.7 FM! There's fresh coffee in the house."

The radio interview we recorded upon our arrival on the steps of City Hall was played so continuously that day, we couldn't walk two blocks without people smiling and welcoming us to town. Our day was full-up with a kids' camp, an evening trail run with the Run Dick Run Running Club and an evening sail with the Navy Cadets.

### WOODSTOCK: PART III

And then came the big day we came to Woodstock for in the first place... August 14<sup>th</sup>: BLACKOUT DAY!

The morning started with an in-studio interview with 104.7 Heart FM and Ontario's Chief Energy Conservation Officer, Peter Love. Afterwards we went to another city day camp. One of the campers even took us aside to donate funds she'd raised through her own lemonade sale for the Run.



Above: Matt and Steph at a Woodstock day camp

Later, at the community Blackout Day BBQ, hundreds of people gathered and were an incredible audience to our presentation. We also received an unexpected donation from Ontario Power. We spent the remainder of the BBQ speaking with the incredible folk who attended Blackout. To conclude the night we walked over to Charles Dickens Pub for a candlelight poker tournament.

As lady luck ran out on both of our piles of chips, we made the final journey over to Jessica's for a sad farewell. To top off the whole experience, Jessica's two ankle bitters, Caitlyn and Riley, insisted they donate all their "life savings" to us. Three piggy banks later, we had to sleep (it was 11:45pm with alarms set for 4:00am for Matt's drive back to Toronto) so we said our final good-byes to Jess and family.

### PETERBOROUGH "GREENS UP"



Above: Cool Captain Climate leads Steph and Matt's run at Ecology Park

We were flagged down by Chris Gooderham, our Peterborough Host, Erin, Sarah and local superhero, "Cool Captain Climate", who directed our way into Peterborough's award winning Ecology Park. Yes folks, we'd been lost and late again, much to Vanessa's distress, and now, we'd been found.

After a quick round of "hello's" and with Cool Captain Climate (aka Glen Caradus), Erin, and Chris on his bike, we ran through Ecology Park's native plant nursery, along the Trans-Canada trail and up the beautifully scenic canal at Lock 20. Next, we went up the canal to the highest hydraulic lift-locks in the world, Lock 21, Parks Canada National Historic Site, with Sarah snapping shots from the RV all the while. We then ran up the highest drumlin in town, Armour Hill, to enjoy the view of this great city at the gateway to the Kawarthas, and then coasted into our downtown core media event at the Peterborough Green Up Headquarters ([www.greenup.on.ca](http://www.greenup.on.ca)).

### ODE TO OTTAWA

August 20<sup>th</sup>: Day 1 in Ottawa started with an eager group of runners led by Sue Ducros from lululemon, running the 8 km to the top of Parliament Hill, for a chance to speak to 300 noon time yogis and have a group photo taken from up above by a private jet to showcase the event! A-News even came out.

Then came a private meeting with the Honourable Minister of Environment, John Baird. After a positive talk about how Canadians are inspired to take action for our Planet, he even took the Action Challenge. (Thanks Minister Baird, for listening and engaging with us

For those of you who didn't notice, Matt decided to shave his head at some point during the run through Alberta.

Matt's before picture:



Matt getting his head shaved:



on our tour, and for your support of our Legacy.) This was followed by a fun photo shoot with iRun Nation magazine.



Above: Matt and Steph at Parliament Hill

Day 2 brought hot sun and a bio fuel fill up from Erin Hope and the friendly gang at Topia Bio Fuels. They generously helped us continue our mission to use bio-diesel, and sent us on our way with a nutritious lunch from their Green Stop Café. That afternoon we had another great event with Natalie

and her parents at Pantry Plus in Orleans. Thanks so much for the support of 5% of the day's total... and thanks Mom for scooping ice cream all day!



Above: Vanessa gets a new bike from Dave Morton at Bushtukah

Day 2 also brought another amazing gift to replace our "new but ailing bikes" we'd been given. Dave Morton at Bushtukah had heard our new rides were having difficulty on the rough road surfaces and generously donated a Trek Hybrid. We are seriously grateful to you Dave, for your donation to make sure we made the remaining 8,000 miles safely and intact!

Day 3 was another cooker of a day both in terms of events and sunshine. After getting a tune up from Chiropractor, Tim Picky, we were greeted like old friends by Mike and Janet and their crew at Rainbow

Foods, another Health First partner extraordinaire. The silent auction, banner and carrot cake to take home kept us happy and supported as we journeyed eastward towards Montreal.

Day 4 woke us up to another scorcher of a day and a date with MEC. This was a great opportunity to connect with the friendly MEC staff and customers. Thanks MEC for this showcase, and for donating some run wear to us too!

### A LOCAL HERO IN OUR LAST ONTARIO STOP: HAWKESBURY

Every town needs one. But not every town has one. We are referring to a local person who takes on an initiative because he or she cares about the well-being of the community. The town of Hawkesbury has such a person. He goes by the name of Gilles.

Gilles is an elementary school teacher by profession, but has been dubbed the "go to guy" for all things green. He started a green clean up club at his school. Over the last 5 years he has planted trees, cleaned up streams and started the whole school composting their lunch waste. Before starting the program, he used to run around the school yard with his dog to pick up recyclable items that had been littered.

One guy with a desire to clean up his area of influence, has started a whole revolution within the institution where he teaches. Even some of the other teachers who thought he was crazy, have now become his greatest allies in his quest to get teachers to use both sides of the paper when printing and re-use old paper for other printing needs. He has some lofty goals to plant even more native trees to create shade areas for students as well as taking the stream which runs through the property, back to its original plant species along the shore.



Above: Matt, Mayor Jeanne Charlebois, Gilles and Steph planting plum trees

We had the pleasure of meeting and running with Gilles and his wife, Kathleen, as we entered the Township of Hawkesbury. Gilles and Kathleen helped organize an impromptu meeting with Mayor Jeanne Charlebois, other city officials and members of the press. We even planted two plum trees in honour of Run for One Planet passing through Hawkesbury.

A local eco-hero was the perfect last stop after two months in Ontario. Now on to Quebec!

### Matt's after picture:



### Contact Us

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



## Upcoming Route Schedule

### QUEBEC

City	Date
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

### NEWFOUNDLAND

City	Date
St. John's	Oct 1 afternoon – 2

### NOVA SCOTIA

City	Date
Sydney	Oct 5
Dartmouth	Oct 8
Halifax	Oct 9
Yarmouth	Oct 13 afternoon

Do you know of anyone, individual or group, along our route who would want to meet us (i.e., events, accommodations, media, etc.)?

To host an event with us, email Michelin at [Events@RunForOnePlanet.com](mailto:Events@RunForOnePlanet.com).