



Small Steps Add Up

PLANET ACTION

November 9, 2008

Week 28

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.



Farewell Canada: Ode to Our Training Grounds

Who would have thought that after 18 months of planning, training and 5 ½ months of "run touring", our humble Run for One Planet was nearing the end of its first leg: Canada. It ended on a high note, with the Maritimes proving to be everything, and more, than anybody could have told us it would be. This is the making of a dream. Enjoy!



Pictured above: Last Day in Canada – (L to R) Matt, Simon, Steph and Vanessa

BACK TO SCHOOL! OUR TIME IN MONCTON, NEW BRUNSWICK...

We ran into the bustling metropolis of Moncton, New Brunswick on the brisk Sunday night of September 14. We woke up Monday morning, eager and rearing to go because, yes folks, school was back in, and the Run for One Planet school blitz 2008/2009 was back in business.

It couldn't have started on a better note. We were met by an eager cross country team at West Riverview Elementary School, who ran us into their gym to the screams, hoots and hollers of 400 kids. Matt's cartoon antics were, as always, a great ice breaker, as we watched all the kids get all goofy, realizing they had Corey from *Being Ian*, Finn from *Storm Hawks* and Rafael from *Teenage Mutant Ninja Turtles* standing right in front of them. The girls got especially giggly when they found out that Tender Heart from *Care Bears* was in the house.

It's all about the kids. They just get it. They get why we're out here. They get why it's important. They get that their actions count, and absolutely confirmed our desire to spend as much time for the remainder of the tour with kids.

We also welcomed the lovely Vanessa Blanch from CBC's Moncton Radio into the E-volution RV for way longer than the allotted 5-minute morning segment.

We wrapped up Moncton with an amazing evening birthday celebration for our beloved Road Manager, Vanessa – Happy 30th... again!

THE FRIENDLY ISLAND: PEI

Imagine running over a bridge, 13km in length, taking you from a vast land mass to a small island on the other side. This was our desire, as we approached **Confederation Bridge**. And things were looking good... until we saw the first set of signs that prohibited cycling... Vanessa: OUT! And right beside it, the international symbol for no runners... Matt & Steph: OUT! ☹

So we settled for a nice 13 km view high atop the RV, landing September 18th on what is

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:

7,089

affectionately known as “The Friendly Island”: Prince Edward Island. And boy they are right... the media, our hosts... even the stray dogs are friendly!

September 19th had us rearing to go for another packed day of school events, with our first being at **Grand Tracadie Elementary School** – a school that collectively is “running across Canada” by way of tracking the kids’ mileage around their track. The kids continued to inspire us with their enthusiasm, knowledge and environmental activism by way of planting natural grasses back into the sand dunes to prevent erosion.



Pictured above: Matt & Steph run with the kids of Grand Tracadie Elementary School.

Parting thoughts for PEI: our one wish would have been to spend an entire day discovering the beauty of the whole island and the magic of Charlottetown, a city full of civic pride revealed in their clean streets and beautiful, unobstructed harbour views. They even had hand-built receptacles separating garbage, recycling and compost. Isn't it interesting that a small island province can show such environmental leadership through the simple act of taking care of their neighbourhood?

OUR 9TH PROVINCE: NEWFOUNDLAND!



Pictured above: Matt & Steph on the ferry to Newfoundland.

After what was by far the longest ferry ride of our lives, taking us from the tip of Nova Scotia at North Sidney to the tip of Newfoundland at Argentia – a full 17 hours – we made it to our 9th province: Newfoundland!

The ride over was quite nostalgic for the team, as we reflected back upon the large land mass of Canada we'd just run across. Reflection and downtime is not something we come by often given the demands of our schedule. On most nights I go to bed about 5 minutes after finishing work on the computer, and wake up

bouncing in the spring bed at the back of the RV as it rolls down the highway after Matt who has been up for two hours and has started the first pull of the day, thus giving me 30 minutes to get ready.

In any respect, the ferry ride was quite a pensive time for us all, our lean green team of three, as we looked back at the western horizon stretching, unobstructed for miles in front of us. As we near the 4,000-mile marker, we are about as baffled by the fact that we've *run* this distance as we are about the fact that we have about 7,000 miles still to cover.

It may sound odd, but it is really only now, at about 35% of the way into the Run, that we are all feeling in a real groove. It's only now, at Day 143, province #9, nearing the first of four corners we will turn on this continent, that we're feeling like we finally know how to do this (that is , if you ever really know how!). It's a really great feeling.

NEWFOUNDLAND: THE FRIENDLIEST (AND CLEANEST!) PROVINCE IN THE WORLD!

Not that every other province hasn't been friendly and clean, but really, Newfoundlanders take the cake. Whether it was the 40 person strong run club running us into town, the news media coming out to meet us on the highway (check it out: www.youtube.com/watch?v=XdY1_ob68GI) or just the friendly locals who stopped us in the Chapters parking lot, the Newffies exuded friendliest.

And did we say CLEAN? Either people are too happy just being here that they don't have TIME to throw things out the window, or they are proud to keep their roads clean of litter. Despite the strong Adopt-A-Highway Program we have running across our country, we've actually seen quite a bit of litter along the Trans-Canada. BUT arriving in Newfoundland was, no pun intended, a breath of fresh air as we have been hard pressed to see even one piece of garbage littering the side of the road.

Fast Facts

Days Into the Run:

190

Miles Run:

5,070

Where are WE Now? Visit:

www.WatchMyRace.com

Facebook Members:

720

Regular Media Spot:

Vancouver, BC's
103.5 QMFM
Radio with Terry
and Tara in the
Morning, at
8:15am PST every
Friday

FAREWELL, NEWFOUNDLAND

St. John's, Newfoundland was an exceptional province for us. With many thanks to our incredible Run for One Planet Home Team working untold hours, we managed to be met by not one but TWO groups of local runners – **NL Running** (we love you Smitty!) and the Running Room – who, after a short presentation, ran us our final 5km right to the steps of City Hall where we were officially welcomed into St. John's by **City Counselor Tom Hann**. **NTV** even came out on the TransCanada to shoot us running into the city in a news piece that was aired to about 150,000 homes.



Pictured above: Matt & Steph with the students from Bishop Feilds.

Friday was filled with two awesome schools – **Beachy Cove & Bishop Feilds** – after which time we were invited to a true Newffie house party. They had us singing at the top of our lungs for so long we had fire logs rolling right out of the fire pit from our foot stomping. We took it as our sign to check out when we broke a guitar string from playing so hard...

Saturday morning we were up 'n at 'em at the local **Farmer's Market**, speaking with many locals about how they (and we) were taking environmental action. Sunday was our first 100% tourist day since leaving Vancouver almost 5 months ago, and quite appropriately we took the occasion to venture to the most easterly point in North America: **Cape Spear**! (It's only South from here folks)

We left St. John's with a bang, as our final day could not have been more packed. The day started off with over 550 kids at **Holy Trinity Elementary School** – a very last minute booking after the school's Principal Charlotte Barrington met us on our first night in town at the Running Room, and booked us on the spot! After another weekly check-in with our favourite radio show on the west coast, 103.5 QM/FM (every Friday at 8:15am PST!), we whisked off to our final Newfoundland school where almost 200 kids welcomed, inspired and educated *us* at **St. Mary's Elementary**.

In the wee hours that remained, we had our very first 30-minute one-on-one TV interview with NTV's Jesse Stirling on his show, **"Meetings with Remarkable People"** that will be aired to about 40,000 people. And to wrap it all up, we presented at **City Hall** to a group of supportive City Counselors led by the Mayor.

Farewell, St. John's – we will miss you! In a few hours we will dock once again on the Canadian mainland and run into our 10th and final province: **Nova Scotia**.

MOKSHA YOGA MAGIC IN HALIFAX



Pictured above: Steph, Joanna & Matt

Days after running out of Halifax, we are all still reeling from the experience. We had some outstanding experiences across Canada, but Halifax was just something else. It was so much so, that we have to divide the one city up into at least 5 different blog pieces to give justice to the whole experience. I guess that's what happens when you have 7 events in 2 days.

It all started off with a magical experience with the folks at **Moksha Yoga Halifax** (www.mokshayogahalifax.com) where we walked away feeling the truth of their motto: **"Calm Mind. Fit Body. Inspired Life."** They've made helping to change the world their way of business, and Joanna, owner of their Halifax studio, really walked their talk with how much she stepped up to support us.

With just a phone call from our trusty team member Adam, Joanna decided to donate the ENTIRE MONTH's worth of "karma class" fees to us, PLUS hold a separate Karma Class the day we arrived. We were completely taken aback by this magical surprise.

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

- ☑ Visit our **Official Run for One Planet Blog**:
www.runforoneplanet.com
- ☑ Visit our **Province Blog**:
<http://communities.canada.com/theprovince/blogs/oneplanet/default.aspx>
- ☑ Visit our **Vancity Blog**:
www.changeeverything.ca/blog/run-one-planet
- ☑ Join the **Official Run for One Planet Support Group on Facebook**:
www.facebook.com



Give the gift that keeps on giving by giving gifts that are good for the Earth!

Visit our website to purchase the official **Run for One Planet bamboo t-shirt** that makes a great gift for anyone on your holiday shopping list.



Our presentation went so well, in fact, that while in the change room after class, we were booked on the spot for another school presentation the next day.

MADELINE SYMONDS MIDDLE SCHOOL

After our national piece aired on *The Weather Network* over the summer, a Grade 9 teacher at **Madeline Symonds Middle School** contacted us immediately. Email received on August 28th:

"I see that your team will be in the Halifax/Dartmouth area on October 8/9.... I am wondering if you would be interested in doing a presentation at our school. We are a Junior High with grades 6-9 and about 600 students... I hope you can line something up because our school has a great recycling program in place already and we are always looking for ways to pump the students up about environmental issues. Hope to hear from you. Best of luck with the tour!" -Shauna Purdy



Pictured above: Matt, Shauna Purdy & Steph with the "designer" cheque

Along our journey, we continue to meet inspired Canadians who are about making a difference in their community, especially when it comes to being environmental stewards. Not only was Shauna one of these amazing souls, but she was also one whom we wished we could have spent way more time with. She is incredible.

Single handedly, she galvanized her entire student body of 600+ middle school students, plus staff, to not only really get behind our event, but to also raise funds for our Legacy of Action (www.runforoneplanet.com/donate.php).

Students who are sometimes just "too cool" jumped forward to present us to their student body, making a great opening presentation and closing speech to our show, plus making their own designer, jumbo cheque – complete with all 10 Environmental Action Steps from the Action Challenge (www.runforoneplanet.com/actionchallenge.php) lining the outside. Equally as enthusiastic, the whole student body got behind and contributed to our message of environmental action.

Shauna even took the Action Challenge, committing herself to bring her own mug to Tim Horton's!

BIO FILL AT WILSONS BIOFUEL FROM A GREAT GUY NAMED JOHN.

For about a month prior to us arriving in Halifax I had been speaking with a guy named John Houck who is the "scientist" as he refers to himself, at Wilsons Fuel in Halifax. On Oct. 8th, we drove over to Wilsons after a school event and met John, who spoke at length about how they derive their bio from fish oil. This was definitely a first for me, bio from fish oil!



Pictured above: Matt, John & Steph fuel up the E-volution RV.

As John spoke about the current situation of our world demanding more and more oil, he told us he felt we need to be using our intellect creating many types of alternatives with which to drive us forward into our energy future, and not rest on finding new oil reserves and relying on old ways of thinking.

It was really great to meet a guy who cares about you and me and how we can make less of a pollution dent every time we start our cars. John Houck is another "local hero".

LULU LOVE IN HALIFAX

After attending numerous **lululemon** events across Canada, starting in our hometown of Vancouver almost 6 months ago, to Kelowna, Edmonton, Calgary, Winnipeg, Toronto, London, Ottawa and Montreal, we completed our final Canadian event in Halifax with this company who is **"elevating the world from mediocrity to greatness"**!

Our Halifax lululemon event started with an eager group of runners, keen to learn more



Need a great stocking stuffer or Secret Santa idea for someone who has everything?

Make a donation in any amount on their behalf. All t-shirt proceeds and donations will 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.

October Event Pictures:



about the tour – thanks to Hillary and company at headquarters for spreading the word. We got the opportunity to speak to the group and then proceeded for a beautiful run around Point Pleasant Park just outside downtown Halifax. (Two Swedish customers even heard about us through their visit to the store and came out to run with us, committing to spread the word about Run for One Planet internationally!)

At the end, Hillary and company took the cake by presenting us with about a dozen signed Action Challenge sheets they had circulated throughout the store with over 200 new people committing to one new action for earth. Thanks to this kind of promotion, we had people throughout our event telling us what they were now excited to start doing.

HALIFAX DAY #2: BREAKFAST TV, ST. STEPHEN'S & INGLIS STREET ELEMENTARY SCHOOL

It seems the longer we're out here, the busier we get. We've been pretty busy since we left Vancouver over 5 ½ months ago, but now we're a different kind of busy. We're not just the kind of busy you get from running a marathon almost every day. Added to this, we're now busy from 7:00am – 10:00pm on our non-running days meeting people.

It's a great thing though. Believe it or not, even though most of our days are filled with running down highways, **we are out here more to connect with PEOPLE than with the PAVEMENT.** And our second day in Halifax did not disappoint.



Pictured above: Steph & Matt on Breakfast TV.

The day started with an interview bright and early with Jayson Baxton on **Breakfast TV**, early only because we had a "walk to school" date with the kids of **St. Stephen's Elementary School**. Indeed, to kick off our presentation, all 200+ kids met on their assigned corner around the school to promote an alternative way to commute around town and get to school: by using their own two feet!



Pictured above: Simon takes over Vanessa's Road Manager position for the USA tour.

Waiting for us at the school was none other than our new Road Manager, Simon Hill! Simon had flown out from Vancouver, with huge thanks to Warren Carr and EcoNeutral (www.econneutral.com) to replace our beloved Vanessa who will be returning back to Victoria for the US portion of the tour.

After yet another high energy presentation with powerful environmental activists under 5ft., complete with a tour of the E-volution RV, we whisked off to **Inglis Street Elementary School** where we were met by yet another excitable group. This school was set up by an incredible mum, Jane, who attended our Moksha Yoga event the day before. Jane understood that we're not just running for the environment. We're out here for her kids' future. "I've got 4 kids," she told me. "The environment is really important to me." I was really moved by Jane's balance of seriousness and inspiration to take daily action, now.

We knew we were in the right place when we saw at the school's entrance. Kids had gone through their school garbage and pulled out pieces they'd found in there that should have been in the recycling bin, and taped them to the wall! Needless to say, alternative Action Challenge Tip #10 for kids to "teach your parents well" was a big hit.

We get asked all the time if the tour is turning out to be what we expected. Given that I thought we might have an event or two every week, and in cities like Halifax we had 7 events in 2 days, I'd have to say it's turning out to be a whole lot more than I ever anticipated. (I also have to admit, I only thought we'd need 5 people on our team to run the show, including Matt and I. We're now over 30 strong!)

THE MEETING OF TWO SAINTS: PLANET ORGANIC MARKET & SYLVIE HIGGINS

On May 17th, we received a personal donation from **Sylvie and Andrew Higgins** of Halifax, Nova Scotia. Back then when we were just approaching the Albertan border with



less than 1,000 miles under our shoes, Halifax seemed a zillion miles away. Little did we know how quickly it would come upon us.

After I sent her a quick thank you note, Sylvie followed up:

"We think what you are doing is AMAZING! We would love to meet you when you are in the area! In fact, we wanted to offer to help out locally to promote, organize or direct you when you are in Halifax. [In time] I would love to check back with you folks to see if there is any way we can help out with your generous, honourable and admirable efforts. Best to you both! Keep those feet moving!!! ☺"

Good luck!

-Sylvie & Andrew (and little Benjamin- 4 yrs and Madeleine-1 yr)"

These words foreshadowed what was to come.



Four weeks away from our arrival in Halifax, Sylvie got back in touch and established herself as our Halifax Leader Extraordinaire! Sylvie doesn't do anything half heartedly. In addition to telling almost every person who came within arm's reach, ear range or email connection about the Run for One Planet, she also put up posters around town, contacted ALL her friends about how to get involved during our time in the city, got us dinner and dessert gift certificates as well as called local media. She went so far as to offer us yoga classes off *her* punch card with the best instructor in town!

Most especially, Sylvie organized a mini-kiddie run in conjunction with our last **Planet Organic Market** (www.planetorganic.ca) event in Canada! We call this the "Meeting of Saints", because Planet Organic Market has been a saint of a food partner for our entire run across Canada, and Sylvie, well... just read on!



At 4:00pm on Thursday, October 9th, the cutest group of energetic eco activists less than 4ft raced with us around a marked course in **Planet Organic Market's** parking lot, braving the only rain we'd had in the past week. After crossing the finish line, exchanging high fives and sharing tales from the race course, we all ventured inside for snacks and treat bags prepared by **Planet Organic**.



Pictured above: Matt & Steph at Planet Organic Market

As if their national sponsorship wasn't enough already, **Planet Organic Market** decided to INCREASE their donation to us! Store Manager, Jevens, and his staff not only threw a BBQ for us, but head office also mailed in additional donations to top off what they had already committed to! We were absolutely blown away and grateful for their "just because" generosity.



This "Meeting of two Saints" concluded what was an absolutely extraordinary time in Halifax.

YARMOUTH – END OF CANADA LEG AND BEYOND!

Guess what? We made it! Over 4,444 miles in just under 5 ½ months, totalling almost 180 marathon days between us and our amazing couldn't-have-done-it-without-you Crew and Home Team, we are on the North Island Ferry on our way to St. John, New Brunswick. We've only got 2½ days more running until we enter America.

Let's back up for a second and capture our arrival into Yarmouth, the Greenest Community in Canada, so we're told.



Enter "Local Hero" and Yarmouth Naturals owner, **Gary Arnett**, who took it upon himself to plan and support an event with us, organize 3 schools for us to present at, as well as, ensure our stay in Yarmouth was taken care of at every turn. He also enabled us to partake in "A Real Acadian Thanksgiving Dinner" at his friend Rene's house out in the country!



Thanksgiving Monday we were met at 2:30pm by an eager group from the Runners Attic who all put their turkey dinners on hold until they had officially ran us the final 5 km's into town. From there we arrived at **Harbours Edge**, a stunning 18th century house owned by Esther and Gil.

Tuesday, we had such a great time meeting and speaking with kids at 3 schools: **Yarmouth Consolidated High, Meadow Fields Elementary** and **Yarmouth Junior School**. We had a friendly welcome at **Frost Park** by **Yarmouth Mayor, Charles Crosby**, and many others who helped shared in our afternoon of celebration for making it across Canada!



Pictured above: Yarmouth welcomes the Run for One Planet.

Then it was over to Gary's place for another chance to spend some time with him. The world needs more people like Gary. We feel blessed to have spent time with him and his lovely wife, Elena. And as we were about to say a difficult, *"See you later,"* Gary played Santa just like it was Christmas Day and informed us he had one more gift for the Run for One Planet gang of four, a front row table at Rudders Restaurant complete with local meals fit for royalty.

Thanks Canada, for being our training grounds. You made us feel supported beyond belief. You also gave us the room and time we needed to grow and learn from 5 ½ months worth of running and road experiences.

Upcoming Route Schedule

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.

PENNSYLVANNIA

City	Date	Details
Philadelphia	Nov 10-11/08	Late afternoon arrival – stay 2½ days

DELAWARE

City	Date	Details
Wilmington	Nov 12/08	

MARYLAND

City	Date	Details
Elkton	Nov 12/08	
Perryville	Nov 13/08	
Havre de Grace	Nov 13/08	
Aberdeen	Nov 13/08	
Edgewood	Nov 13/08	
White Marsh	Nov 13/08	
Baltimore	Nov 13-14/08	Late afternoon arrival – stay 1½ days

DISTRICT OF COLUMBIA (DC)

City	Date	Details
Washington DC	Nov 16-17/08	Stay 3½ days



Contact Us

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



VIRGINIA

City	Date	Details
Alexandria	Nov 18/08	
Dumfries	Nov 18/08	
Stafford	Nov 18/08	
Fredericksburg	Nov 18/08	
Tappahannock	Nov 29/08	
Gloucester	Nov 20/08	
Gloucester Point	Nov 21/08	
Yorktown	Nov 22/08	
Newport News	Nov 22/08	
Norfolk	Nov 22/08	
Portsmouth	Nov 22/08	
Chesapeake	Nov 22/08	

NORTH CAROLINA

City	Date	Details
Elizabeth City	Nov 23/08	
Edenton	Nov 23/08	
Windsor	Nov 23/08	
Williamston	Nov 24/08	
Washington	Nov 24/08	
Wilmar	Nov 25-26/08	2 days off
New Bern	Nov 27/08	
James City	Nov 27/08	Close to New Bern – slightly off route
Jacksonville	Nov 28/08	
Wilmington	Nov 29/08	
Shallotte	Nov 29/08	

SOUTH CAROLINA

City	Date	Details
North Myrtle Beach	Dec 1/08	
Myrtle Beach	Dec 1/08	
Surfside Beach	Dec 1/08	
Georgetown	Dec 2/08	
Charleston	Dec 3-4/08	Afternoon arrival – 1½ days stay

GEORGIA

City	Date	Details
Savannah	Dec 7-8/08	2 days stay
Richmond Hill	Dec 9/08	
Riceboro	Dec 9/08	
Darien	Dec 10/08	
Brunswick	Dec 10/08	
Kingsland	Dec 11/08	

FLORIDA

City	Date	Details
Jacksonville	Dec 12-13/08	
Lake City	Dec 15/09	
Monticello	Dec 16/09	
Tallahassee	Dec 18/09	
Chipley	Dec 19/09	
De Funiak Springs	Dec 20/09	
Crestview	Dec 20/09	