



Small Steps Add Up

PLANET ACTION

January 11, 2008

Week 36

In This Issue:

- Update on Matt, Steph & Simon
- See Where They've Run
- 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.



Southern Hospitality

Welcome to the South Eastern issue of Planet Action! In this second US edition of our newsletter you might notice a trend of "southern hospitality" – this is what we have been showered with over the past four weeks running from North Carolina to Louisiana. Not only is there warmth in the air due to the balmy temperatures, but even more so from the remarkable giving culture that has permeated our interactions. The Run for One Planet was welcomed into new classrooms, homes and hearts down here. Enjoy! - Matt, Steph & Simon



Above: Steph & students in North Carolina.

RUN OFF THE ROAD IN NORTH CAROLINA

Good Sunday from rain-soaked North Carolina, and for the last 4 days, *the crummiest roads we've run on to date*. We thought parts of Manitoba were tough because of the lack of shoulder, and New York and Jersey because of the heavy traffic. However, the last few days have had us on ZERO shoulder with the added bonus of people driving cars and massive SUV's not used to making any room for 2 runners.

Aside from the dangerous running conditions to recount, we have more incredible "wow-those-kids-at-that-school-rocked" tales for you. But first, we'd like to mention our new friends: Amy, Bill and Elizabeth Jackson in Chocowinity, North Carolina. Our acquaintance with them started with this note:

Dear Stephanie and Matt,

I read your story in today's edition of the "Washington Daily News." Your feat is incredible! I would like to invite you to stay at our home in Chocowinity when you are here. In case you don't have a place to stay, you are welcome here! We have a nice house with a guest bedroom and bathroom. You can soak your weary legs in our whirlpool tub if you desire. We have a pontoon boat if the weather is nice and you'd like a cruise on the water. If you would like to have a meal here even though you have other accommodations, you're invited to join us. We'd be honored to have you.

*Sincerely,
Amy and Bill Jackson*

Needless to say, we took Amy up on her kind offer and she soon became our mom-away-from-home and even spread the word to friends who stopped by!

Now fast forward to November 25th in Hertford, North Carolina. Another "local hero", 5th grade teacher, Karen Pritchard, invited us to **Herford Grammar School**. With a few schedule changes and added mileage we were able to attend.

The energy and eager spirits from almost 500 students and teachers was so inspiring for us. We felt like mini rock stars as we asked, "Who wants to come up and take the Action

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:

10,275

Challenge?" and were met with screams so loud we thought Miley Cyrus was in the house.

After our presentation, we were blessed to spend another hour receiving pledges (which many had gone door-to-door to get) as well as sharing goofy times, snapping pictures, making lasting memories and sneaking into the after school program to spend more time with these amazing kids!



Above: Dining with Amy, Bill and Elizabeth Jackson.

It's these energizing and inspiring times we get to spend with kids that confirm for us, this is truly where we should be and where we need to continue for the duration of the tour. And when we return, build the tour's **Legacy of Action** to, "Teach your parents well". Sorry grownups, this is a secret environmental tip #10 we have with our mini-peeps. For you, it still remains to, "Teach your children well".

RUN FORREST RUN!

We finally heard it! Two days ago while picking our way through another traffic infested, skinny shoulder along Route 1 South, someone yelled from a passing vehicle, "Run Forrest Run!" It was our official welcome to North Carolina!

It was cool to hear; It made me realize we'd run a long way and made me wonder if maybe we had beards forming. Luckily it was only me with the five days worth of growth on the face.

We were so tired of jumping off the road while dodging traffic, road kill, weeds, broken glass and potholes for the last 4 days that Simon suggested we camp in Surf City, North Carolina. It was close to the water and reminded us of running in our hometown area of Kitsilano back in Vancouver, BC, Canada.

Our campsite came complete with surf curling its way onto the shore, which lulled us to sleep in time for an incredible sunrise and an equally amazing day running another double marathon beside the aqua blue ocean. We even watched dolphins rounding up fish by the hundreds not more than 100 meters offshore and pelicans dive-bombing from above.



Above: Simon points the way to Surf City.

We presented to another eager group of students at **Brunswick Community College** and were treated to some southern hospitality with lunch (we love food) and tour of the campus's Bio Technology and Marine Science Center. Here they are perfecting the process of producing and extracting bio fuel from algae. The research is being conducted to make this type of fuel a viable and financially workable solution to oil.

(MORE!) SOUTHERN HOSPITALITY IN CHARLESTON

So there we were, two weary marathoners, running our last pull of the day along a very long, dark stretch of South Carolina road. Steph had our safety vest on, and I our rechargeable flashlight illuminating the tall grass with occasional road kill in front of us.

All day, we trudged along another steeply angled section of Highway 17 here in South Carolina. The shoulder is so *non-existent*, we were relegated to plowing our way through the tall grass along the roadside to stay away from the countless cars, trucks and semis flying along this section of the south. It felt like we'd run TWO marathons each by the time Simon swung back to find us plodding along in the dark. Not our idea of fun.

We did have a bright spot in our day (and more food) by way of Billy Claxton from **Island Coffee** stopping by the RV and inviting us to "get off his property!" He saw Simon parked out front and thought it would be funny to ask us to leave, but really, he checked out our website and invited us to come in for a coffee and a tour of the organically produced

Fast Facts

Days Into the
Run:

253

Miles Run:

7,065

Where are WE
Now? Visit:

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

Facebook
Members:

880

Regular Media
Spot:

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

coffee! We would NEVER give up on the opportunity of coffee. So a short break for a fresh chai latté made it all worthwhile.

It's these amazing encounters we have meeting so many people, believing in our cause that inspires us to keep going day after day.

Earlier that day, we'd reluctantly departed from other amazing supporters – the fine folks at the **Inn at Middleton**. They put us up for 2 nights at their incredible inn along the river. This beautiful piece of property is owned by a family who has a long history in Charleston and has made it their business to offer green, eco-friendly lodging at the inn, protecting massive acreage in the middle of a growing metropolis.



Above: Matt looks forward to some Island Coffee.

Everyone made us feel right at home after our day doing another memorable school event at **Porter Gaud Lower School**. That "southern hospitality" everyone hears about is alive and well here in South Carolina.

ROCK YOU LIKE A HURRICANE – RUNNING TO SAVANNAH

I'd just finished asking Steph and Simon if they thought we'd ever run through Tornado-like weather, since we'd run through pretty much everything else and still hadn't had that kind of action. Well folks, it was about to show up as we ran towards a 3-mile long bridge separating Beaufort County (where they filmed *Forrest Gump*) and Savannah, Georgia.

The bridge came complete with a warning sign: "*Strong winds may occur*". A passing runner even forewarned us: "*Don't get blown from the bridge!*"

Before we knew what hit us, the skies turned black, rain came in sideways and the wind tried to knock off a couple of Canadians (plus Simon in the RV ahead) with the strength of what creates tornados. Simon was literally pleading with God, "*Please don't kill me!*" as he steered the swerving RV across, unable to keep it in one lane due to the sheer strength of the winds.

Steph and I felt like we were climbing the last 100 feet of Everest in blinding snow, but in our case, it was brain denting rain and wind which literally lifted Steph off her feet several times, forcing me to grab her before it took her legs out. The rain was pounding so hard and in her face, she couldn't even keep her eyes open more than a sliver.

The adrenaline rush was amazing at first. Then we realized we were getting more than just a heavy blow. I was about to get us on our knees to crawl the rest of the way when a car stopped right in front of us with the driver (a sweet little southern lady) yelling for us to, "*Get in NOW! There's a tornado coming!*"

OUR 1ST TORNADO WARNING! It was an incredible way to enter into Savannah!

So here we are, settled for 2 days at the **Azalea Inn & Gardens**, a 17th century inn set among old oak trees here in Savannah's historic district. Inn Keeper, Teresa, offered us a beautiful carriage house to dry out and rest while doing more school events in this incredible southern city. Teresa, her husband, Jake, staff member, Jeff, and their historic inn complete with resident dogs are the types you hear about when someone describes, "that southern hospitality and warmth". Teresa not only welcomed us in, but also extended our stay, set up interviews and arranged a trolley tour! We even saw the spot where *Forrest Gump* told his life story to all those people on that famous park bench in the square.



Above: Matt at Thunder Bolt Marine Academy.

Yesterday brought over 800 kids at **Coastal Middle School** and a very enthusiastic group of students from the Eco Club, welcoming us in for another presentation to inspire

Aside from this newsletter, there **FIVE** 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
- ✓ Look for **R41Planet on Twitter** to get instant messages ("tweets") on what other Run for One Planet followers are doing: www.twitter.com

Visit our website to purchase the official **Run for One Planet bamboo t-shirt**. 100% of proceeds will go towards the **Legacy of Action**



Action to make our planet healthier! In the afternoon, we were with over 200 more kids at **Thunder Bolt Marine Academy**. Congratulations to the "Girls On The Run Club" for completing your 1st (hopefully of many) 5 mile race!

WE HAVE WHITE STUFF TOO... IN FLORIDA

The only difference is, our white stuff is *sand* and comes complete with +85 °F temperatures, sunshine and blue skies. We hear Vancouver, and the rest of North America, is under the blast of old man winter in a big way! -20 °C with the wind chill in Lotus Land?! That is crazy talk.



Above: Matt & Steph get 3 days off!

We are sweating out the 5th of 6-day push towards our very first 3 ½ days *completely off* – no running, no events, no nothing since leaving Vancouver 7 ½ months ago! We're pretty pumped these days will be spent in Pensacola, Florida.

Earlier this week we welcomed Mish and Steve, Steph's Mom and Dad to life on the Run for One Planet highway. They joined us on our runs, experienced one of my "1 pot cooking wonders", Simon's expert lunch making and Steph's brilliant organizing first hand. They even experienced our biggest "WOW factor"... the big stench from Steph and me after a double marathon day! They are two incredible people. Apart from being Steph's Mom and Dad, they are also valued members of our Run for One Planet team.

Florida has provided way better roads, friendly drivers, and incredible hospitality. We were welcomed in a couple of nights ago to a nature-based lodge called, **The Inn at Wildwood**. Manger, Tammy, opened the inn doors for an incredible night of lodging and replenishing calories. Tammy, Jeff and company are a shining example of how lodges and hotels should be with energy efficient lighting, water reducing faucets, full stream recycling, etc.

We've made a lifetime of memories along the east coast, with the views, the history and the incredible people who made our time special. However, the Northeast and the Carolina's were the toughest running we've had to date, due to the roadways and terrain, so we were ready to point our shoes westward.

CHRISTMAS CAME. CHRISTMAS WENT.

Looking back on our 3 days off in Pensacola Beach, Florida we reflect on all the incredible people and special times we had together, while resting our road weary legs and brains. The last ½ km was full of flashes of all that went into getting to this much anticipated holiest of rest days! I celebrated as I saw Steph raise her arms in victory as she also knew we were close to it too!



Above: Paul and Cherie Epstein and family.

The Hampton Inn was tough to take with our beachfront, "waves crashing onto the shore views". This stay wouldn't have happened if it weren't for our incredible team member, Jess Happl, and her determination to inspire Katie, the Hampton Inn Marketing Manager, to sponsor a room with the million dollar view.

We met Paul Epstein, his lovely wife, Cherie, and their three girls. How's this for Southern Hospitality? This is Paul's first email to team member, Adam:

My name is Paul Epstein and I own Running Wild in Pensacola, FL (www.werunwild.com). Does the route come through here? If so, when? Would you all be interested in speaking to a group of runners/walkers, etc. and/or allowing us to host you for a dinner/lunch/breakfast? Also, does your



Legacy of Action REVEALED!

Upon completion of the tour, Run For One Planet will use the funds donated to the **Legacy of Action** to lead the emerging field of environmental and lifestyle education for kids – grades 2-7.

The Legacy of Action will consist of two main parts:

- 1. Funding:** Direct funding will be provided to empower kids to take environmental action within their own communities through green initiative classroom projects that educate, rehabilitate and spread environmental awareness and lifestyle change.
- 2. Education:** Direct training and environmental education for kids will be offered in a medium they understand - the Internet. Kids that sign up for training will be armed with knowledge about the environment and the simple things we can do in order to be greener citizens. In turn, they act as "Action Ambassadors" by educating their peers using the training that Run for One Planet provides, motivating other kids to spread the message to parents and siblings.

So essentially, kids train kids who then teach their families about lifestyle changes that reduce our ecological footprint – **a trickle up affect.**

group need accommodations or anything? We would love to help. Let me know ASAP, I just received your info.

*Paul Epstein
Running Wild*

The second we met, Paul welcomed us in like old friends and showered us with numerous gifts. Cherie also invited us to share Christmas day with them and their incredible kids allowing us to devour more tasty southern home cooked food! We're still running off the excess calories...

WE ATE WITH THE PRESIDENTS: GASTRONOMIC ADVENTURES IN MOBILE, ALABAMA

If you look at it from 2 degrees of separation, we had dinner with the Clintons and actually beat the Obamas to the table. How? Well, 2 nights ago we ran into Mobile, Alabama, and knew we were in for a treat with our impending stay at an incredible B & B called the **Berney Fly Bed & Breakfast**. Behind the scenes, the innkeeper, Steven Flaskerud, had made some phone calls and sent out e-mails to many of the news media to invite them to a reception.



Above: Berney Fly B & B, an 18th century character house.

And so it was that the B & B Founder, Inock and his partner, Steven, organized the most incredible "small reception" for our arrival we've EVER experienced. After being photographed running into Mobile and then interviewing with the **Mobile Press Register**, we were treated like political royalty as the "guests of honor" for the best meal we'd ever restored calories from!

Steven's friend, Vincent Henderson, was a chef and had the reputation for keeping the Presidential families gastronomically satisfied. Vincent volunteered to cook for the reception. Along with other guests, we were treated to an array of southern cooked staples like gumbo, shrimp Creole and potato salad fit for a President.

To give a little background, Vincent has cooked for President Bill Clinton and wife, Hillary, for special events in the White House. He will also be cooking for Barack Obama for a special event in January. He holds the world's record for the largest banquet served under one roof in less than 45 minutes - 12,403.

To top it all off, if you can believe it, who were two of the guests who joined us, but a couple – Benji & Nick – who'd traveled all the way from our home turf in Vancouver on holiday. What a small world!

We attempted to run the delicious meal off on Sunday with the local running club, the Port City Pacers.

NEW YEAR'S NEW ORLEANS STYLE

So there we were, most likely the only 3 people on Bourbon Street NOT drinking. And we enjoyed every minute of our short, amazing time in this incredible southern city.

I now write to you from our other staple campgrounds, a Wal-Mart parking lot, just outside New Orleans. We departed yesterday morning and set a new start time record: 11:30am.

The late start was a big gift because we stayed up way past our usual 9:00 – 10:00pm bedtime and celebrated with everyone until 2:00am. Crazy how one night of less sleep can make a couple of marathoners (and their crew) so pooped.



Above: Simon could not escape the beads on Bourbon Street

December Event Pictures:



New Orleans did not disappoint in the hospitality department. New Year's Eve Day started out with an early TV interview and culminated with our year-in-the-planning event with the amazing, incredible, Kristina Bradford at Whole Foods Market. We met so many people, and were awestruck with our first ever eight foot wall poster advertising our event!



Above: The amazing Kristina Bradford from Whole Foods.

Southern hospitality kept coming all day at Whole Foods from the lunch provided, to the groceries donated, to all Kristina and company's efforts to making the event rock. We even meet a wonderful lady named Tracy Sherry, who asked if we needed a safe place to park the RV overnight. We were treated so warmly and made to feel welcomed here in a city that is still struggling to recover from a hurricane that hit over 3 1/2 years ago.

Downtown New Orleans for New Year's, we walked and gawked along Bourbon Street for 4 blocks of party madness, including watching intoxicated celebrators dirty dancing in the street to the sounds of an incredible street jazz band, to beads galore being bestowed upon Simon. The atmosphere was electric and so perfect for our short stay here and definitely sits atop our wish list of places to come visit again once we unlace in just 18 weeks...

Happy New Year to everyone reading this! Let's make 2009, healthier, more peaceful and greener!

See the Route They've Travelled!

Matt and Steph have conquered Canada and are now more than halfway done with inspiring others to take ACTIONS for the earth throughout the USA. Here's where they've run so far.



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.



Contact Us

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



TEXAS

City	Date	Details
Houston	Jan. 12 – 14 th	3 days – Events TBD
Austin	Jan. 18 – 20 th	3 days – Events TBD
San Antonio	Jan. 22 nd	Detour for Whole Foods (& lululemon)
San Angelo	Jan. 26 – 27 th	2 days – Events TBD
Odessa	Jan. 31 st	(Weekend)

NEW MEXICO

City	Date	Details
Hobbs	Feb. 3 rd	
Alamogordo	Feb. 8 th	(Weekend)
Las Cruces	Feb. 11 th	
Deming	Feb. 11 th	(included in Las Cruces date)

ARIZONA

City	Date	Details
Willcox	Feb. 15 th	
Tucson	Feb. 18 – 19 th	
Phoenix	Feb. 22 – 24 th	Afternoon departure, mid-day on the 24 th
Tempe	Feb. 22 – 24 th	(included with Phoenix dates)
Yuma	Feb. 28 th	(Weekend)

CALIFORNIA

City	Date	Details
San Diego	Mar. 4 th - 7 th	Mid-day arrival & departure (4 th & 7 th)
La Jolla	Mar. 4 th - 7 th	(Included in San Diego dates)
Ocean Side	Mar. 4 th - 7 th	(Included in San Diego dates)
Dana Point	Mar. 9 th – 11 th	(Included in Laguna Beach dates)
Laguna Beach	Mar. 9 th – 11 th	Mid-day arrival & departure (9 th & 11 th)
Santa Catalina Island	Mar. 9 th – 11 th	(Included in Laguna Beach dates)
Newport Beach	Mar. 9 th – 11 th	(Included in Laguna Beach dates)
Long Beach	Mar. 12 th – 14 th	(Included in LA dates)
Los Angeles	Mar. 12 th – 14 th	Mid-day arrival & departure (12 th & 14 th)
Santa Monica	Mar. 12 th – 14 th	(Included in LA dates)
Malibu	Mar. 12 th – 14 th	(Included in LA dates)