



Small Steps Add Up

planet action

March 11, 2009

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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 one marathon each day, inspire one 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.

www.runforoneplanet.com

The Hills of the Southwest

New Mexico took us back to the hills. And since they were the first ones we'd done since Nova Scotia, coupled with the wind whipping against us most run-days, our legs pulsated us to sleep on a regular basis through this state.

The 8,600 foot summit, complete with snow, to the mountain town of Cloudcroft, was one brilliant day. Of course, the descent was stunning too, with its 4,000 feet and over thirteen miles of jaw-dropping twists and turns rivaling those of Northern Ontario! There was one particular lookout above the White Sands (Missile Testing Range) that made us all go, "Whoa." It was like a cloud forest above pure white sand on the desert floor.



Steph and Amber celebrate the snow at Cloudcroft, New Mexico



Anita and Ken share Valentine's Day brunch at their Dreamcatcher Inn Bed and Breakfast outside of Las Cruces, New Mexico

Patagonia, The Heart of the South

A little place called Patagonia, **Arizona** welcomed us in through the portal of Sherry Luna and her husband, Phillip Ostrom. After an evening at their family's landmark house visiting with friends and enjoying a feast fit for royalty, we went to bed understatedly happy. The next day, a morning of Montessori Schools began with a police escort, and was quickly followed by a violin/chorus performance by the skilled students. Post-presentation, we offered RV tours, vermi-culture show-and-tell, and even took a personalized Sherry Luna Tour of this fascinating neighbourhood. How disappointing, the departure.



Matt with Sherry Luna, our Patagonia Superwoman!



It's compost time! Check out the R41P vermiculture bin.

Take the Action Challenge

Just pick ONE

- 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: **15,308**

Hot Dry Running in Arizona

Ah, the desert in springtime. With the daytime heat, nighttime cool, and beauty of the Saguaro National Forest, we have seen the state of Arizona come alive throughout February. From the High Desert Grasslands of Patagonia to the south, we moved north and into the ecosystems offering these giant cacti (that can take nearly a century just to grow a side arm!). Alongside the plush accommodations we have been gifted with for the past few weeks, having a sunburn and dry mouth isn't too hard to take.



Matt and Steph run near Saguaro National Park, at the edge of Tucson, Arizona.

Back Stage with Local Green Guy, Steve Nash!



Us with Steve Nash, two-time MVP of the Phoenix Suns, post game.

Now claiming 'Legendary Status,' R41P team member Adam Hill set us up with three VIP tickets for the Phoenix Suns and Boston Celtics basketball game during our time in **Phoenix**. But he didn't stop there – Adam made it a personal mission to coordinate a private hello with MVP Suns player and hometown Vancouver boy, Steve Nash!

In the Player's Room after the game, we had a brilliant conversation with this real stand-up guy about his memories of living green in BC, and his own nonprofit endeavours today. Check out and support Steve's charity, the Steve Nash Foundation (www.stevenashfoundation.com), based out of Vancouver; it reflects his compassion for kids with an angle bent toward sport.



I'm official!



Shaq takes a shot on the Celtics net, while we watch from the press box – thank you Adam!

**It's
Your
Turn to
Run for
YOUR
Planet!**



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On April 26th, join thousands of people who, like Matt and Stephanie, put on their running shoes and run to inspire environmental action. Earth Run's goals are to help raise awareness and funds for environmental organizations and initiatives that build green communities, promote sustainable lifestyles, and protect wildlife and their environments.

The inaugural Earth Run will take place across cities in Canada, US, and Spain. This is a fun, environmentally friendly 5km run/walk for your friends and family. As a bonus, Earth Run will provide each runner with an organic cotton T-shirt and tote.

Visit our website at www.earthrun.com to register yourself or a team. Step out for a green day and run for our planet!



Fast facts

Days Into the Run

310

Miles Run

8,660

Where are WE Now? Visit:

www.WatchMyRace.com

Facebook Members

888

Regular Media Spot

Vancouver, BC's 103.5 QMFM

Radio with Terry and Tara
in the morning at 8:15 am PST
every Friday

Down in the West Texas town of El Paso

We made a frenzy of it with school presentations – much needed after a two-week hiatus. Beginning with a hot southwestern breakfast courtesy of Da Vinci School of Arts and Science, we gladly accepted a student escort over to the sister-school, Howard Burnham Elementary. There, the kids donated their cumulative 70 miles towards our mileage ... all from their own run efforts anticipating our arrival! What a welcome to town! Also on our tour were St Mark's Elementary, and El Paso Bridges Academy, where the energy of the students kept our spirits high.



Lief Johnson Ford staff at Buda, TX.



Lief Johnson Ford staff at Buda, TX.

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

to 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.



Lief Johnson Ford staff at Buda, TX.

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.

CALIFORNIA

San Diego	Mar. 4 – 7
La Jolla	Mar. 4 – 7 (Included in San Diego dates)
Ocean Side	Mar. 4 – 7 (Included in San Diego dates)
Dana Point	Mar. 9 – 11 (Included in Laguna Beach dates)
Laguna Beach	Mar. 9 – 11
Santa Catalina Island	Mar. 9 – 11 (Included in Laguna Beach dates)
Newport Beach	Mar. 9 – 11 (Included in Laguna Beach dates)
Long Beach	Mar. 12 – 14 (Included in LA dates)
Los Angeles	Mar. 12 – 14
Santa Monica	Mar. 12 – 14 (Included in LA dates)
Malibu	Mar. 12 – 14 (Included in LA dates)

FAR GONE
Greeting Cards for Runners, by Runners

Illustrations and design for
Planet Action is courtesy of
FarGoneGreetings.com

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.



5 ways to keep up to date

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 Vancyt Blog

www.changeeverthing.ca/blog/run-one-planet

Join the Official Run for One Planet Support Group on Facebook

www.facebook.com

Find us on www.Twitter.com <<http://www.twitter.com/>>

as "R41Planet" to follow what we're up to

www.twitter.com

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