



PLANET ACTION

February 19, 2008

T-Minus 11 Weeks

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Our Vision:

Simple Choices. A Better Life. A Healthy Planet.

Your Actions Count. Be Part of the Solution.

Our Mission:

Two Canadians on an 11,000 mile run to inspire Environmental Action.

Welcome to the Run for One Planet

One year. One Continent. One Step Closer to a Healthier Environment. Welcome to The Run for One Planet.

The Run for One Planet is an ongoing run endeavour focused on inspiring people to get fit and healthy for themselves, and stimulate them to pick up the pace to take action for our planet

The Run for One Planet **2008/2009 NORTH AMERICA TOUR** is the kick-off initiative – a carbon neutral year-long run around the continent by two Canadians, Matt Hill and Stephanie Tait, to inspire Environmental Action. Their goal is to run 1 marathon each a day, relay-style, to inspire 1 million new Actions for Earth and raise \$1 Million for their Foundation. To do this, they will be running 11,000-miles into communities, towns, and cities where they will run, speak, and inspire people to take simple daily actions, individually and corporately, to make a positive difference for the health of our planet. They are set to hit the pavement on May 4th 2008 with the BMO Bank of Montreal Vancouver Marathon – with 15,000 participants. After that, Matt and Stephanie will run across Canada, down the eastern seaboard to Florida, head west across the Gulf Coast to California and back up the west coast to Vancouver, arriving back around May 2009.



Upon return from their tour, all funds donated to the **RUN FOR ONE PLANET FOUNDATION** will be used as seed money to launch subsequent Run for One Planet Marathons in cities and towns across North America that they originally ran through in their '08/'09 tour. These marathons will act as a whole new way to save the planet – by running for it! For more information visit **www.runforoneplanet.com**.

Take the Environmental Action Challenge

We challenge YOU to become an **Environmental Action Ambassador**. By adopting only **1** simple Environmental Action Step and fully committing to making this lifestyle change as part of your

Follow the Run:

You can be a part of the action and follow Matt and Stephanie while they run using the live GPS tracking on the Run for One Planet website:

<http://www.runforoneplanet.com/wherearewe.aspx>

Actually see them run via regular video feed also on the Run for One Planet website:

<http://www.runforoneplanet.com/watchusrun.aspx>

**Countdown
to
Departure:**

**74 days to
go!**

**Go Matt and
Steph!!!!!!!**

regular, everyday life, you can make a big difference to the health of the environment.

Becoming an Environmental Action Ambassador is easy. **First, CHOOSE** from one of the following Top 10 Environmental Action Steps:

1. **Turn off your car engine.**
2. **Eat one less meal with meat per week.**
3. **Drive your car one less day per week.**
4. **Compost**
5. **Use low-flow water devices**
6. **Reduce. Reuse. Recycle.**
7. **Buy locally grown and produced foods**
8. **Unplug your electronics.**
9. **Use compact fluorescent light bulbs.**
10. **Eliminate plastic bags and use a cloth bag**



Second, VISIT

<http://www.runforoneplanet.com/environmentalaction.aspx>

for more information and to SUBMIT your 1 commitment to the environment. Your commitment will be added to the total number of commitments made by other North Americans like you who care to help save our planet.

Finally, accept your first MISSION as an Environmental Action Ambassador! The world needs more people like you so DARE 3 of your friends to take the Environmental Action Challenge, and take just 3 of the Top 10 Environmental Action Steps until the tour is complete. Dare them to help change the world. Your dares will make a world of difference.

That's it. Easy right?

The Run for One Planet's vision is to inspire 1 million North Americans to commit to 1 new environmentally friendly habit, to bring about 1 million new actions for Earth. Thank-you for doing your part to conserve our planet and for helping us to achieve our vision.

Get Your Name on the Van!

Want YOUR NAME on the TOUR VAN? For a **\$20 donation** before tour departure, we'll write your name (or someone you love) on the tour van and take you 11,000 miles with us! (After the tour starts on May 4, the minimum donation will be \$50. All donations over \$100 will receive a promotion receipt.)



Currently, our **2008/2009 North America Tour** is being funded by generous, green, community-oriented businesses, groups, and a huge conglomeration of family and friends who believe in the vision of the

Upcoming...

Stay tuned for the next newsletter which will include information about the Barn Burner on March 15.

What's this you ask? You'll just have to tune in to the next issue to find out more.



Are you on Facebook?

We are! Check us out on Facebook to keep up-to-date on what's happening with Run for One Planet and to see our other awesome supporters like you!

Visit:

<http://www.facebook.com/group.php?gid=4312619243> or go to www.facebook.com and search for the "Official Run For One Planet Support Group".

Contact Us

news@runforoneplanet.com

www.runforoneplanet.com

Run for One Planet, and who want to leverage their resources to make an even bigger impact on the world they live in through stimulating "actions" which will benefit our Earth. Throughout the tour, supporters will have the option of donating to our '08/'09 tour operating costs and/or to the Run for One Planet Foundation.

Upon return from our tour, all funds donated to the **Run for One Planet Foundation** will be used as seed money to launch subsequent Run for One Planet Marathons to serve as a Legacy of Action in some of the cities and towns we originally ran through. Our '08/'09 North America Tour will be the prototype by which all succeeding Run for One Planet Marathons will be fashioned.

You can donate to our non-profit society online via Paypal by visiting <http://www.runforoneplanet.com/donate.aspx>.

Want to Join the Action Team?

Do you have passion? Do you want to make a difference and help the Run for One Planet in its endeavour to inspire environmental action for a healthier planet? If so, we need your volunteer skills!



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.

Please contact the Run Director, **Laura Shanahan**, at RunDirector@RunForOnePlanet.com for more information and to get involved.

About Planet Action

Thanks for taking the time to read the first inaugural newsletter for the Run for One Planet. This newsletter will give weekly updates on Matt and Steph during their 1-year tour as well as other Run for One Planet events and happenings in your area.

Don't let your FRIENDS miss out on all the fun! Refer them to the Run for One Planet website where they can enter their e-mail address in order to receive our WEEKLY NEWSLETTER.

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