



PLANET ACTION

April 8, 2008

T-Minus 4 Weeks

In This Issue:

- Update from Matt & Steph
- Run for One Planet and Planet Organic Market
- Getting to Know the Run for One Team Monthly Feature
- Environmental Tip of the Week
- Media Highlights

Who We Are:

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.

Our Mission:

To run 1 Marathon each day, to inspire 1 million new Actions for Earth and to raise \$1 million for our Foundation.



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

We are Getting Closer!!!



As of this writing, we are one sleep closer and just 32 days until the Run for One Planet hits the pavement to start our 11,000 mile run to inspire environmental ACTION!

The official numbers are now in for our March 15th Barn Burner. With 6 months of planning, hundreds of volunteer hours from our amazing team and many

incredible friends, in addition to a night filled with SO much fun and support from family and friends, we raised just over \$23,000! Thank you to everyone who helped to make this a reality. We are forever grateful.

There's so much going on and still to get done, yet, there is a sense of excitement and smoothness as we approach May 4th. All is falling into place in the perfect timing of things. I think we've hit the tour tipping point folks and honestly, it feels REALLY great to be here. ☺

The RV is starting her retro-fit this Saturday, April 5th and will continue until Wednesday, April 16th with everything from the solar panels from Carmanah Technologies Corp, to interiors by m smart-design in Park Royal, to Frogfile (office essential), Go-West RV Centre (solar panel installation), Home Depot's Eco Options Program (kitchen and bath eco products), and Transform Compost. Our dynamo logo designer Carol Day from Cat Signs & Graphics is doing our sponsors' logos. Once that is complete, we'll be pretty much good to go... on to the next task which needs to be completed before we leave!

The **EPIC Sustainable Living Expo at the Vancouver Trade and Convention Centre** will have us (and the RV) on the Apron at the Trade and Convention Center **April 18th to 20th**. Come down and say, "Hi". At that time, we will be inducted onto **BC Hydro's "Team Power Smart"** and have the opportunity to speak about the tour and what we're going out there to do!

I know we are forgetting a lot of things, so please forgive us, a couple of people with full plates, full brains and full passion, as we get out there to start spreading the Run for One Planet message of ACTION!!

Talk to you all soon!!!

Matt & Steph

Take the Environmental Action Challenge:

Commit to 1 of the Top 10 Environmental Action Steps!

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 step for the planet, for one month, to bring about 1 million new actions for Earth.

Environmental Actions Taken to Date:

241

Run for One Planet Welcomed by Planet Organic!

The Run for One Planet has been added to the Planet Organic Market website (www.planetorganic.ca).

There will be more news to come about Run for One Planet and Planet Organic Market. In the meantime, enter the Planet Organic Market "Tell Us How you Live Every Day Like Earth Day" tips contest. If you have any tips, advice or eco-secrets you'd like to share, please send them to Planet Organic! They'll share their favourites in a special edition of *Goodness*, their e-mail newsletter. Anyone who enters has a chance to win one of five \$100 Planet Organic gift certificates!

Speaking of *Goodness*, Steph and Matt were featured on the cover of Planet Organic's April newsletter issue! This newsletter will reach over 150,000 homes across Canada and will hopefully inspire its readers to take the ENVIRONMENTAL ACTION CHALLENGE and adopt 1 (or more) new Actions for Earth.



Diane Shaskin, Co-founder of Planet Organic, wrote the following message in the April edition of the Planet Organic Newsletter:

"Some days it can be hard to find good news about the environment. So we were very excited to learn about two young Canadian athletes, Matt Hill and Stephanie Tait, and their Run for One Planet. Starting May 4th in Vancouver, this inspiring pair plans to run 11,000 miles across Canada and around the US before returning to BC. Their goal is to run a marathon a day, inspire 1 million new environmental actions, and raise money for their foundation to support environmental awareness.

We're very proud to support Matt and Stephanie's extraordinary effort. Please welcome them when they visit our stores in Port Coquitlam, Edmonton South and Calgary North on the first part of their run, and in our Ontario and Halifax stores later this year. Of course, we can't all run a marathon a day like Matt and Stephanie. But we can do something to keep the spirit of Earth Day alive – every day of the year!"

Countdown to Run Departure:

25 days to go

Want to Join the Action Team?

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 and to help inspire environmental action for a healthier planet.

Please contact Run Director, Laura Shanahan, RunDirector@RunForOnePlanet.com to get involved.



Getting to Know the Run for One Planet Team: Borderless World Productions

Every newsletter we will be featuring a member of the Run for One Planet team so that you can get to know us better.

This month we are featuring Greg Stirling and David James, of Borderless World Productions Video Productions. They are the two awesome guys that created the Run for One Planet promotional videos. To view the videos, please visit our website: www.runforoneplanet.com.

About Greg Stirling

After earning a Business degree from Arizona State University, Greg launched into the world of business by managing a province-wide weekly magazine and later starting a full service printing facility which became a leader in the market. He also honed his marketing and production skills, working on a variety of regional and national consulting tenures with print and broadcast companies. Arriving on the West Coast in 1998, Greg attended the renowned Vancouver Film School and immediately was immersed in the film and video world. His time behind the camera has led him to swim with Great White sharks off Australia and delve deep into the Amazon Jungle for documentary and short-feature films. Since 2001, Greg has devoted his energy to helping Corporate clients develop innovative solutions to business through the use of Video and Film. Working with clients such as HSBC, Social Venture Partners, The NTV television network and 180 Business Solutions. When not behind the camera, Greg directs his energies to the passions of his life: family, scuba, and mountain biking.



About David James

David grew up in Surrey and started making films at the young age of 10. He likes to write, direct shoot edit and score his own films. He likes to write music too.



Environmental Tip of the Week: Donate Any Extra Computer Parts

Even if you still use your computer, check to see if you have any extra computer parts lying around your house that you don't use any more. If so, donate them to a local school, community center, thrift store or computer store that might get better use out of it. Who knows – without your donation, they might have had to purchase a new part just like the one you had laying around your house, thereby putting one more piece of unnecessary equipment to work



Contact Us

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

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



BC Hydro also has some Power Smart Tips related to your computer to help save energy at Home:

- Turn off your computer, printer and photocopiers when not in use.
- If you must leave your computer on, turn off the monitor to reduce electricity consumption.
- Unplug any electrical equipment that is not in use as many appliances consume power even when they're "off."
- When buying new equipment, look for ENERGY STAR® symbol.

Media Highlights

- March 14 – Cover Shot in South Delta Leader



- April – Cover Shot in ShareVISION

