



PLANET ACTION

May 26, 2008

Week 3

In This Issue:

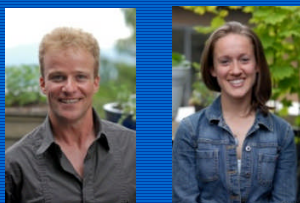
- Update from Matt & Steph
- Megan Keirstead's 12th Birthday Donation
- Get your ACTION posted on the Blog
- Environmental Tip of the Month
- Join our Team!
- School Referrals Needed

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.

Roll With It, Baby!



So we're starting a new wall in the RV. It's going to be called, "Roll With It, Baby".

That's what happens when you're under extreme mental, emotional and physical stress. Countless things continue to go... well... not exactly according to plan. After awhile, these things become comical. Well, OK most of them do. You get the urge to write them down somewhere. We heard it is good therapy.

What's making the wall?

How about getting stuck in two mudslides up Roger's Pass, halting two double marathon days needed to make it on time for our events? There's nothing quite like running up over 4,000 ft. only to get stuck for two days (along with the rest of the May long weekend traffic) in the pouring rain due to a massive slide coming down all around us...

Or, how about being given a two-minute window to be one of a few vehicles allowed through the slide area, giving us our window to make our events on time and the RV almost stalling on us? It reminds us of the IKEA commercial... "Start the car. Start the car!!"

Or, how about being between nowhere and nowhere in Alberta, limbs frozen from the harsh wind and rain, out of water and dehydrated, low on food and famished, and the RV breaking down? Imagine trying to describe to AAA where to give you a boost when you're between one large field and another.

And then there's always the Steph running over the Rocky Mountains and realizing she's got tendonitis. The nearest chiropractor is a few hundred miles away and the only day we're in his town is on his day off... (A big thanks from us to Dr. Craig and his wonderful wife and kids.)

I think we're going to need more than just one "Roll With It, Baby" wall of fame.

But you know, it feels pretty darn good to have completed our first province... hello Alberta! After being allowed passage through Roger's Pass, we actually blasted out 3 full days of double marathons, made our school event with

Take the Environmental Action Challenge:

Commit to 1 of the Top 10 Environmental Action Steps or do it as a group!

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.

Cochrane High (congrats on the solar panels and thanks for your support) and started another three day push towards Edmonton...

We finally got the Mothership fully charged with a new alternator (thanks Max at LA Lube, Western RV and Cathy for making the call). We had a great event with "The Classic Planet Organic" in Edmonton, where we met an amazing human being, Brian Pochynok, who sells *Street Advocate* newspapers to pay his way. Brian donated his full day's wages because he said we changed his life. Brian, you changed ours.



We made new friends with the Keirstead Family, BBQ'd with Matt's cousin's family, welcomed Tony as road crew, said a, "See ya soon!" to our amazing Tour Manager, Brenda, and are now gearing up to share in a very special birthday girl's 12th Birthday Day. Happy Birthday Megan! (See below).

And to complete a memory-making weekend in Edmonton, we are excited to run (by Police escort) with the kids of Ecole Corinthia Park. We will then continue our run tour to inspire Action towards Calgary, and then all points east!

So, like we said, between now and the next newsletter, we're sure to have had many new exciting, challenging, life enriching and "roll with it, baby" experiences. ☺

Love,

Matt + Steph

Megan Keirstead's 12th Birthday Donation

It touched our hearts to get this message from one of Run for one Planet's many generous supporters:

"My name is Megan and I'm 12 years old. I first heard about the run from my Aunt Brenda (who is the Tour Manager.) I live in Edmonton, AB and Matt and Stephanie, the runners, stayed at my house for two nights because their RV broke down.

For my birthday I'm raising money for the Run for One Planet. I thought the run was really cool because I'm a runner too and it's an awesome thing to use your talent to help our planet.



It also feels good to do something that will help the planet, instead of getting presents. The planet is more important to me than getting a couple of things I don't even need. I know it doesn't sound like much but it's the little things like that, that will help save our planet. I hope the money I'm donating to the run will help them pay for one of the community runs they are trying to set up with their foundation."

A big belated birthday hug and thank-you to Megan Keirstead. It is the little ACTIONS like these, that add up to make a huge difference for our planet.

Environmental Actions Taken to Date:

569

Days Into the Run:

23

Want to Join the Action Team?

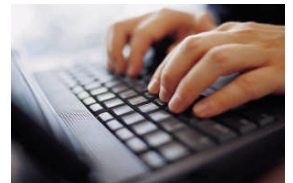
Run for One Planet is a growing organization and is constantly seeking passionate, skilled people to VOLUNTEER in helping with different areas of the run tour and to help inspire environmental action for a healthier planet.

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



Get Your ACTION Posted on the Blog!

We are looking for people from our Run for One Planet Community (yes, that means you!) to write a short piece on how you have taken ACTION for the planet as a result of the run tour (see the piece above on Megan Keirstead as an example). Every entry will be eligible for posting on our blog.



We would love to feature your personal story on what you are doing for the health of our planet. Remember that the run isn't just about being a runner. Matt and Steph only chose to run because that is what they love to do. If you have found another means to inspire ACTION for the planet let us know.

It is our hope that your stories will help to inspire ACTION amongst other members, current and future, of our Run for One Planet Community. Don't be shy and get writing!

Please remember to:

- Keep the story to 500 words maximum
- Send us an appropriate jpeg picture that ties in with your story. The picture can be of you.
- E-mail your stories to news@runforoneplanet.com

Environmental Tip of the Month: Eat Local and Organic!

As we run along the highways from BC through Alberta, we're getting used to being pushed by the strong winds of the many semi trucks barreling past. It makes us wonder about all these trucks. Where are they coming from? Where are they going? What are they carrying? And why so many?



They're coming from farms, far away...

They're going to fill our stores full of stuff...

They're carrying stuff made or grown across the country, or further...

Because we're asking for it.

All these trucks reinforce, for us, why it's so important to eat local as much as possible. At the time of writing, we've recorded over 500 new actions for Earth. Make your new commitment to eating local and organic. Your commitment makes a truckload of difference.

Join our Run for One Planet Team!

We have 5 more volunteer opportunities to get involved with our awesome team! You will help to make a difference to our planet, gain valuable skills that you can transfer to your current or future job and meet/interact with a fantastic group of people.

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

- ☑ Our **Blog with the Province**. Check it out at: www.theprovince.com/runforoneplanet
- ☑ You can also visit our **Official Run for One Planet Blog** at: www.runforoneplanet.com
- ☑ Join the **Official Run for One Planet Support Group** on Facebook: www.facebook.com
- ☑ **See their run** as it progresses: www.watchmyrace.com/rf1p.php

The Run for One Planet Store is now up and running. Visit our website in order to get your very own Run for One Planet eco t-shirt that you've seen Matt & Steph sporting on numerous occasions. All proceeds go to the Run for One Planet Foundation that will seed future runs to help save the planet!



For all positions, you will be working out of your home and interacting with our home support team (especially our Tour Manager, Race Director and Events Director).

Please e-mail your application to Steph at Steph@RunForOnePlanet.com.

Duration: June, 2008 – April, 2009

Hours: 2 – 3 hours per week

The available positions include:

- 1. ECO-ACCOMMODATIONS MANAGER**
- 2. FESTIVALS MANAGER**
- 3. FOOD MANAGER**
- 4. DATABASE MANAGER**
- 5. FACTS RESEARCHER**

1. Eco-Accommodations Manager

As Eco-Accommodations Manager your role will consist of:

- ☑ Creating a database of specific "eco-accommodations", such as eco-retreats, eco-villages and hotels with sustainable practices, located across Canada and around the USA, based on the tour's route
- ☑ Initiating contact with such eco-accommodations, through professional and engaging email correspondence, requesting nightly sponsorship for the tour (1 – 2 rooms, for 1 – 2 nights)
- ☑ Build and maintain strong relationships with the company representatives, mostly through online dialogue, to successfully book accommodation sponsorship.
- ☑ Correspondence to last up to the point where the tour stays in their location

2. Festivals Manager

As Festivals Manager your role will consist of:

- ☑ Researching specific festivals en-route with the tour's run schedule and route, focusing on those with a green bent. Festivals including music, art, eco-fests, etc.
- ☑ Initiating contact with Festival coordinators through professional and engaging email correspondence, requesting support of the Run for One Planet through on-stage promotion, inclusion in literature, booth presence, showcase the Eco-RV, etc.
- ☑ Build and maintain strong relationships with the company representatives, mostly through online dialogue, to successfully book festival partnership.
- ☑ Negotiating and securing partnership agreement

3. Food Manager

As Food Manager your role will consist of:

- ☑ Research potential organic food partners in the USA, from large organic food retailers such as Whole Foods, to smaller organic food/ snack providers
- ☑ Initiating contact with food providers through professional and engaging email correspondence, requesting support of the Run for One Planet through food sponsorship, and event partnership when appropriate
- ☑ Build and maintain strong relationships with the company representatives, mostly through online dialogue, to successfully secure food sponsorship.
- ☑ Negotiating and securing partnership agreement

4. Database Manager

As Database Manager your role will consist of:

- ☑ Taking minutes at all meetings held via teleconference call, and circulating to all members (1 – 2 meetings per week)
- ☑ Log email addresses into Action Challenge field (online) as they are collected at events
- ☑ Be responsible for all other tour data entry

Contact Us

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



"The program that Matt and Stephanie presented was excellent. Our students responded very positively to both the important message about our environment and to the whole notion that two dedicated individuals could follow a dream and make a difference."

-Ms. Shutek, Principal of Stoney Creek Elementary

5. Facts Researcher

As Facts Researcher your role will consist of:

- ☑ Put a positive spin through factual research and mathematical calculations of the difference people's actions make when they take the Action Challenge (e.g., one person's choice to not use plastic bags = 'X positive result for the world') and other positive actions for the planet other than the tour's Top Ten Tips
- ☑ Communicate findings in prose, with reference to original source of all findings, for the team to copy directly into promotional materials (i.e. blog, newsletter, media, etc.)

QUALIFICATIONS PREFERRED:

- ☑ Strong verbal and written communication skills
- ☑ Online research skills
- ☑ Desire to contribute to the environmental movement through creative selling
- ☑ High level of reliability and organization
- ☑ Attention to detail and follow through
- ☑ Team player

What Schools Can We Next Present At?

To date, Matt and Steph have had some amazing school events. They have been able to spread the word about taking ACTION for our planet at all the schools where they have presented. These presentations support step #10 of the Environmental Action Challenge Top 10 Steps: "Teach Your Children Well".



Now Matt and Steph need YOUR referrals to other schools that they can present at as they run eastward through the other provinces. All events thus far have been set up by word of mouth from folks like you in the community.

Specifically, please refer elementary and/or high schools in **Saskatchewan** (for the month of June) and the **Maritimes** (for when Matt and Steph run through there in September). During the summer months when they are in **Ontario** and **Quebec**, they would also love to speak at summer camps so feel free to refer those as well.

For more information, please contact our Schools and Government Events Coordinator, Lindsay Gardner, at lgardner@runforoneplanet.com.

Thanks so much for your referrals! We really hope this helps spread the word to the generation that can probably make the most difference for all of us!