



# PLANET ACTION

June 28, 2008

Week 8

## In This Issue:

- Update from Matt & Steph
- Help Us to Spread the Word
- Environmental Tip of the Month
- Join our Team!
- Upcoming Route Schedule

## 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.



## Prairie Highlights

Hello from the geographical center of Canada, the beautiful, friendly city of **WINNIPEG!**

We were met by an incredible group of people from the running community called the "Hash House Harriers: A drinking club with a running problem". It was perfect for our road weary feet and tired selves, to be welcomed in like old friends and escorted by way of a final 8 km to complete our epic 7-day, 624 km push from Regina to Winnipeg.



Pictured above: Steph, Matt and the Hash House Harriers

### EDMONTON – CALGARY (ALBERTA)

We must back waaay up though, and fill you in on all the miles, smiles, trials and the tribulations we've had since leaving Leduc, Alberta 3 ½ long weeks ago. Tony "The Donkey" Gozra came onboard with his unique crewing ability to text message while riding alongside Steph on the highway, and not get hit. Miles flew by in typical Run for One Planet fashion (slow and steady, no speed required) towards Calgary. A great and hilarious week was had by all with The Donkey on board. Thanks Tony!

Calgary saw another 2 successful events, with our main food sponsors, Planet Organic Market and lululemon (awarded the most eco-friendly store of all lululemon locations worldwide). Congrats everyone! Thanks for running with us and for welcoming us into your Ambassador Family. The rest of our brief stint in Cow Town was spent with Steph's cousins, Amanda, Doug, Nelson as well as Marley the dog. Also, a fun night was had with Matt's friends, Jody and Lori plus their killer wiener dogs ☺. We stopped by GlobalTV for a fun early morning interview that literally ran us out of town.

### CALGARY – MEDICINE HAT (ALBERTA)

Medicine Hat, Alberta brought a beautiful angel into our lives with the name of Bonnie Doucette! Bonnie took it upon herself to organize a big group welcome run into the Hat with the Mad Hatters Running Group, lunch with the City, two school events and a public speaking event at the college. The capper was our evening at The Garage Pub watching the Stanley Cup final with our newly formed gang, "The Hatters". Since then, we'd like to announce that Bonnie has joined our Run For One Planet Team as Reconnaissance Manger. She will be reaching out to establish Community Leaders ahead of us along our route to create Run For One Planet Days. We love you Bonnie!

## 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.

### MEDICINE HAT – SWIFT CURRENT (SASKATCHEWAN)

Then came a very long, straight highway, with lots of open space, cows, horses, prairies dogs, more cows, horses, dead prairie dogs, and finally, Swift Current and another breakdown for our RV! The breakdown came at the end of a 60km day “bonk” in the rain for Matt (with Vanessa riding on her bike as if she had stolen it in order to make Matt a protein shake and deliver a chocolate bar before he succumbed to asking for free food at KFC)! Thanks V.

Some new friends, Deana and Blake, gave us a jump, hooked us up with fresh water, invited us into their hot tub at their Swift Current house and delivered us to the Ford dealer for 2 hours of diagnosis while we presented at Swift Current Comprehensive High School. The Ford dealer found nothing wrong with the RV so our “mystery starting issue” continues. Unfortunately, Ford’s warranty doesn’t cover “mystery issues”...

### SWIFT CURRENT – REGINA (SASKATCHEWAN)

Swift Current swiftly became a distant memory, as we slugged miles through head wind, more rain and our eventual 3 days in Saskatchewan’s capital, Regina! It felt more like March with all the driving rain, strong headwinds and temperatures hovering in the single digits.

It wasn’t too hard to take though, as we were given a HUGE and most welcoming gift from our friends at 103.5 QMFM in Vancouver, of a 3 night stay at the Radisson Hotel Saskatchewan! Thank-you awesome folks on the morning show! We finally thawed by Day 3, and Vanessa enjoyed riding the elevators with the BC Lions Football Team.

### REGINA – WINNIPEG (MANITOBA)

Matt’s running shoe saga continued, as his shipment from Montreal didn’t quite arrive in time for our Friday departure. They were delivering on Monday instead. Plan B - Re-use Weeks 1 and 2 shoes which already had about 400 kms each. We set off on Friday, June 13<sup>th</sup> with a goal of running 624 kms in 7 days to make it to Winnipeg on time for our pre-scheduled media event with CityTV as well as events with both École Golden Gate Elementary School and Brooklands Elementary School.

Upon arriving in “The Peg” after achieving our 624 km goal in 7 days by two people and their amazing crew of one, our team was absolutely solidified. Accomplishing that feat taught us what we’re made of. It stretched our fitness and recovery to a new level and made us more committed to our mission to inspire Action for our Planet. Plus, it made Matt’s already chewed up feet even prettier to look at (see above).



Pictured above: Matt’s chewed nasty blisters

### WINNIPEG

And here we are, on our very FIRST day off without anything official to do since starting our run around the continent almost 7 weeks ago. Why was Vanessa so adamant to spend time alone today?

We’d like to say thanks, with huge applause and gratefulness, to Kendra Delichte and her team of amazing people at Vita Health Fresh Market on Dakota Street, for organizing an awesome community event with us. Also a big thanks goes out

## Environmental Actions Taken to Date:

**876**

## Days Into the Run:

**56**

### 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](mailto:RunDirector@RunForOnePlanet.com) to get involved.



to lululemon, ClearFM, Winnipeg's acting Mayor and everyone else we shared the day with. Your belief in our cause and the donation of 5% of the day's total sales was, in a word, incredible. Even GlobalTV stopped by this morning and kept us in the family with an in-depth interview.

And so now, with rested bodies and toes, we say "Au Revoir et Merci Beaucoup" to Winnipeg, and to you... TAKE THE ACTION CHALLENGE!

Love,

Steph, Vanessa and Matt

## Help us to Spread the Word About Taking Action for our Planet

Since Matt, Steph and Vanessa have so much extra time in a day with nothing better to do, they decided to add up all our event and media opportunities to date. Once all was said and done, they did a double take and said something along the lines of, "Holy shnitz, Batman!" Since January 10<sup>th</sup>, Run for One Planet has had a combined total of **EIGHTY-FOUR EVENT and MEDIA OPPORTUNITIES** (see our Calendar of Events on the Run For One Planet website)!



Pictured above: Event at Planet Organic Market in Edmonton, AB

For the months ahead, we have many more opportunities lined up with our amazing event partners, like Planet Organic Market, lululemon athletica, Mountain Equipment Co-op and 1-800-GOT-JUNK.

What the Principal, Cal Monty, of École Corinthia Park School in Leduc, AB had to say about Matt and Steph's visit:

"If you're not yet on the "Run for One Planet" list of schools to visit, you'll want to be. My school was/is involved, and it has been a wonderful learning experience for my students and staff.

My students and staff joined Matt and Steph in the 4K run to our school. Once at the school, we held an assembly where Matt and Steph spoke about the run, our environment and goal setting. My students loved it! Both Matt and Steph are approachable, inspiring and enthusiastic.

My teachers and students visited the "Run for One Planet" website, selected environmental actions and pledged to commit to each action. Students are recycling their juice boxes, shutting off lights, encouraging their parents to walk them or ride their bicycles to school and the school has developed a school-wide paper recycling program."

If YOU know of any event, such as a summer camp or school visit, and/or media contacts in cities we're running through, please pass the details along to Lindsay Gardner, Schools and Government Events Coordinator, at [lgardner@runforoneplanet.com](mailto:lgardner@runforoneplanet.com) or Michelin Tait, Events Advance Director, at [events@runforoneplanet.com](mailto:events@runforoneplanet.com). A friendly referral goes a long way...

If you feel so inclined, you could also be like one of our awesome online community members, Jim, who sent the following message to Runner's World magazine on his own accord:

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](http://www.theprovince.com/runforoneplanet)
- ☑ You can also visit our **Official Run for One Planet Blog** at: [www.runforoneplanet.com](http://www.runforoneplanet.com)
- ☑ Join the **Official Run for One Planet Support Group** on Facebook: [www.facebook.com](http://www.facebook.com)
- ☑ **See their run** as it progresses: [www.watchmyrace.com/rf1p.php](http://www.watchmyrace.com/rf1p.php)

Don't forget to visit our website in order to get your very own Run for One Planet bamboo 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!



"As a Runner's World subscriber, I'd love to see an article about "Run for One Planet." If you visit the [www.runforoneplanet](http://www.runforoneplanet) website, you'll see that this is an uplifting story about running to save the planet. It features an idealistic but practical couple from the same area (Vancouver, B.C.) as Terry Fox and Rick Hanson, continuing their earth-changing tradition without exploiting it.

Note: I have no significant connection with the Run for One Planet. (I simply became aware of it because a community-service acquaintance mentioned she was providing some free signage for the tour van.)"

Thank-you, Jim, for your support of Run for One Planet and referring us! It's simple actions like these that help us to spread the word about taking ACTION for our planet and making it a healthier place in which to live.

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## Environmental Tip of the Month: Turn Off Your Car

With the weather being so nice and vacations planned for the summer months, people will increase the use of their cars. Remember that the next time you find yourself idling in your car for any longer than 2 minutes, in a long traffic jam, construction site, border line up, or just waiting for someone, cut your engine!



While you're at it, try using your car one less day per week too and try walking, bussing or cycling to work. You have no excuses now with the sun shining and the warm weather! What better way to get some fresh air and a little vitamin D for the skin. By walking or cycling that body will be into beach body shape in no time.

With a little planning, we can all use our cars less and save both money and carbon emissions. You will save costs not only in fuel, but also in fewer trips to the gas station. And as the price of fuel rises, you'll benefit right away!

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## Join our Run for One Planet Team!

We have another volunteer opportunity (2 positions available) for you to get involved with our awesome team as an Online Marketing Manager. We would love to have you join us! You will help to make a difference to our planet, gain valuable skills that you can transfer to your current and future jobs and interact with a fantastic group of people.

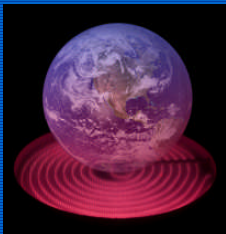
For the duration of this position, you will be working independently out of your home. You will be interacting with our Home Team (especially our Race Director, Tour Manager and Events Director) as well as our Road Team (especially our Co-Founders and Road Manager), mostly through online correspondence, plus some regular telephone meetings and occasional in-person meetings.

Under no circumstance will you be expected to incur any of your own financial costs without compensation.

**Check out the World Clock:**

[www.poodwaddle.com/worldclock.swf](http://www.poodwaddle.com/worldclock.swf)

**Click on the Environment page to see the rate of global warming and CO<sup>2</sup> emissions. It really is an eye opener.**



### Contact Us

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



**Duration:** June 2008 – April 2009

**Hours:** 5 hours per week

**Application:** E-mail Stephanie Tait at [Steph@RunForOnePlanet.com](mailto:Steph@RunForOnePlanet.com).

**Number of Positions:** 2

### ONLINE MARKETING MANAGER

As Online Marketing Manager, your role will consist of:

- Conducting internet research to identify strategic online partnerships through environmental and/or sports-related websites, blogs, e-newsletters, podcasts, Facebook groups, web media, etc.
- Create a written database of all such sources
- Contact hosts of all such sources to propose a partnership. For example, for websites, propose a logo link/website mention; for blogs and e-newsletters, special written mention encouraging their community to come visit our site/take action; for podcasts and web media, setting up interviews with Matt and Steph; for Facebook groups, sending out a message to their database about us, inviting them to become the Run for One Planet's "friend"; etc.
- Offer reciprocal benefits in partnering, such as a special mention in our e-newsletter, "Planet Action" or in our blog.
- Follow up with all potential partners until actions are complete, and maintain solid relationships thereafter (adding them to our e-newsletter, sending personal notes when appropriate, etc.)

### QUALIFICATIONS PREFERRED

- Strong internet research skills and experience
- Professional e-mail communication skills
- Desire to contribute to the environmental movement
- Interest in sports/physical activity
- High level of reliability, organization and time management
- Attention to detail and follow through
- Team player

If you don't think the above position is right for you, not to worry! Keep checking our blog page for our latest volunteer postings to join our team:

<http://blog.runforoneplanet.com/2008/06/volunteer-postings.html>

## Upcoming Route Schedule

### ONTARIO

| City             | Date                        |
|------------------|-----------------------------|
| Thunder Bay      | July 4                      |
| Sault Ste. Marie | July 16                     |
| Sudbury          | July 20 – 21                |
| Britt            | July 23                     |
| Horseshoe Lake   | July 24                     |
| Hawkins Corner   | July 26                     |
| Orillia          | July 27                     |
| Barrie           | July 29                     |
| Newmarket        | Included with Toronto dates |
| Toronto          | July 31 – Aug 6             |