



PLANET ACTION

March 9, 2008

T-Minus 8 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.

Countdown to Departure:

55 days to go

Run for One Planet in the News

A big THANK-YOU to everyone that has taken the time to tell friends, family and colleagues about Run for One Planet! Your word-of-mouth advertising has been really important so that Run for One Planet gets its message out to the media taking us one step closer to a healthier environment.



Because of what you've told others about us, Run for One Planet will be featured in the following:

- **IMPACT Multi-Sport Magazine** - March issue and monthly update thereafter distributed nationally
- **24 Hours** - Feature article
- **Spring Advertising** radio PSA -1-2 weeks prior to Matt & Steph's arrival in each city and broadcasted nationally
- **Share Vision Magazine** - April front page feature
- **Urban Rush TV** - March interview
- **Planet Organic Market** (newsletter) - April front page feature distributed nationally
- **CFUN radio's Nik & Val Show** - March interview
- **CBC's Living Vancouver** - Interview airing March 11, 1 PM on channel 3

To date, Run for One Planet has recently been featured in the Sports section of **The Province** and in the **Naked Eye**. For copies of these articles, visit our blog at <http://blog.runforoneplanet.com/>.

We have also partnered with a highly successful and professional PR company, the **Promotion People**, to help promote our tour through the media while we are on the road. They will be contacting as many media outlets as possible on the run route in order to inform people we

Top 10 Environmental Actions:

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.

Environmental Actions Taken to Date:

198

Take the Environmental Action Challenge by visiting:

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

will be passing through their areas. At times, they may come join Matt and Steph on the tour to enhance media exposure.



For more information about the Promotion People visit www.thepromotionpeople.ca or contact Lesley Diana at Lesley@thepromotionpeople.ca (pictured left) or Tanya Tweten at Tanya@thepromotionpeople.ca (pictured right).



the promotion people

Reminder to Get your Tix for the Save the Planet... Save the Date event on March 15

The following is an excerpt from the February 26 media release written by the Promotion People:

"Run For One Planet co-founders, Matt Hill and Stephanie Tait, prepare to embark on an 11,000 mile run across North America, determined to inspire environmental action.

Run for One Planet will host the 'Save The Planet, Save The Date' event on March 15, at the Scottish Cultural Centre to officially announce their 2008/2009 tour.



VANCOUVER, BC - February 2008 – Run For One Planet co-founders, actor Matt Hill and National speaker Stephanie Tait, prepare to embark on an 11,000 mile (17,700 kms) run across North America for one year, determined to inspire environmental action starting May 4, 2008. In preparation for the tour, Matt and Stephanie will host the 'Save The Planet, Save The Date' event on March 15 in Vancouver BC, to promote the launch of their 2008/2009 North American tour.

Run For One Planet's goal is to inspire one million North Americans to commit to one new environmentally friendly habit, to raise one million dollars in the fight against global warming and to bring about one million new actions for the Earth each step of the way. Matt states, "It is our vision that the daily action of us running for one year will inspire other North Americans to take steps to help the environment. One person, one action, one step at a time".

On March 15, Run For One Planet will be holding a 'Save The Planet, Save The Date' event to promote the launch of their 2008/2009 North American tour, which will include performances by comedian Peter Kelamis (Best In Show, Everything's Gone Green) and music by Dr.

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

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 **WEEKLY NEWSLETTER**.

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



Strangelove featuring Sarah Johns, Saffron Henderson and special guests. Ticket proceeds will go towards the tour and the opportunity to win prizes including a Canuck Dream Package (valued at \$1500), an all-inclusive stay and wine tasting at NK'Mip Resort (valued at \$1500), along with many other prizes.

EVENT: 'Save The Planet, Save The Date'- Run For One Planet

WHEN: Saturday, March 15, 2008

WHERE: Scottish Cultural Centre, 8886 Hudson Street, Vancouver BC.

www.scottishculturalcentre.com or call: 604-263-9911

DETAILS: Time - 7pm to 12am

Ticket price - \$30.00. For tickets in advance please call 604-737-0922 or email steph@runforoneplanet.com or matt@runforoneplanet.com

Environmental Tip of the Week: Cut Your Shower Time Down to 5 Minutes

Decrease the amount of water you use in the shower by keeping yourself to 5 minutes. This doesn't mean being in the shower stall for only that amount of time, however. It means keep the time the water is ON to just 5 minutes. Simply turn it on to get wet, turn it off to clean your hair, body parts and shave, and turn it back on to rinse off. Keep the door closed to the bathroom to stay warm while the water is off.



Ladies and Gentlemen: We have a Blog!

Can't get enough of us? Visit our Run for One Planet blog at <http://blog.runforoneplanet.com>. Feel free to post your family-friendly comments (if your mom won't like it, please don't post it).