



PLANET ACTION

May 12, 2008

Week 1

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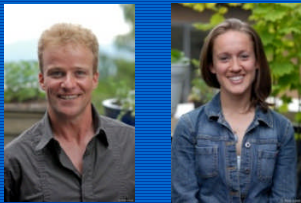
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Who We Are:

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.

“In 525,600 Minutes - How Do You Measure, a Year in the Life?”



As I climbed my last of 26.2 miles, straight up the Hope Princeton Highway with wind, snow and hail pounding my tired body, this song from the musical, *Rent*, came to mind:

*"525,600 minutes, 525,000 moments so dear.
525,600 minutes - how do you measure,
measure a year?"*

With the first week now under our belts, running straight from Steve King's great send off at the BMO Bank of Montreal Vancouver Marathon, to a host of supporters welcoming us at our Planet Organic Market event in Port Coquitlam, to Richard Hunt riding us into Whole Foods in Penticton on his electric bike where we were greeted by the city's MLA, Rick Thorpe, we're realizing the depth of the year ahead of us. Greg Hendrickson from www.WatchMyRace.com even flew up from California (spandex in tow) to run the first few days with us!

It's been a week ten times more than either of us could have imagined or planned. We've been welcomed to stay at numerous places such as the K'wo:k'we:hala Eco-Retreat in Hope, Manning Park Resort, Bromley Rock Provincial Park, Twin Lakes RV Park and even the home of Steve and Jean King as well as the home of my Aunt Judy and Uncle Chris. People are stopping us on the road and donating money right through the window. They are interviewing us on our rest breaks, honking as we run past in addition to running and biking with us from the curb right into town. Our 'Eco-RV' got a fill-up at Beecroft Biofuels Station in Penticton by Mr. Beecroft himself (!), accompanied by Mayor Kimberly and Terry David Mulligan. On his day off, Chris Corfield massaged our bodies to health.

The energy outpour is incredible as hundreds of new people visit our website every day, the Action Challenge numbers rise steadily and people tell us how important taking ACTION for our planet is to them and their kids.

"In daylights, in sunsets, in midnights, in cups of coffee. In inches, in miles, in laughter, in strife."

We've pulled some long days, now having run over 12 marathons, running anywhere from 8 hours a day to 13. We're splitting up our run days from 13 miles at a time, to 10k, when that's all we've got, to hit our marathon per day

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.

goal. On Wednesday, I had a big character builder where Matt got the flat sections and the sunny times, and I got all the hills, sleet and snow. The Powell River Posse had my back up every hill – thanks Andy, Janette, and Rick. Our amazing Road Crew (now known as “The Licious Twins”), Brenda and Vanessa, were there with everything we needed. Matt also helped to nurse me back to health ☺
Photos by Frank Lee



“In 525,600 minutes - how do you measure a year in the life? How about love?”

People ask us how we trained for this. Though we’ve clocked roughly 11,000 miles in training, put in countless hours in the gym with Tony and are in the best physical shape of our lives, it’s not this that will ultimately take us the distance.

We are being carried by the reason we set out to realize our vision 19 months ago. We are carried by what we believe in, our convictions to create a healthy planet now, and in the future. And we are being carried by the amazing support we are receiving from people who care to create such a planet themselves. We are carried by their love for us and what we are doing. It’s the 80/20 rule. 80% mind, 20% body, which will get the job done every day as we run around our great continent.



And at a deeper level, we believe this is ultimately what will help solve global warming. It may sound cheesy, but we believe the answer is love. People caring enough to change the way we think and the way we do things. People changing those thoughts and actions that are destructive to our planet. People feeling a real heartfelt connection to make a real difference during our short time on Earth.

May this be the beginning of many *Seasons of Love* to come...

Love,
Steph + Matt

The Eco RV Gets Off to a Great Start with Biodiesel from the Recycling Alternative

The Recycling Alternative (www.recyclingalternative.com) has been part of the Lower Mainland’s recycling landscape since 1989. Offering comprehensive recycling and shredding pick-up services to businesses, restaurants, offices and festivals, their commitment to the environment goes beyond encouraging everyone to reduce, reuse and recycle.



Environmental Actions Taken to Date:

421

Days Into the Run:

9

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.



For the last 5 years they have run their fleet of diesel trucks on high blends (50-100%) of biodiesel.

The Recycling Alternative is committed to sourcing biodiesel made from the waste stream (i.e., waste oils, etc.) and is thrilled to have filled Run for One Planet's first tank as the run launched on May 4, with biodiesel. Fuelled with a tank of recycled stock, the Eco RV was off to a clean burning, renewable start, matching the environmental conviction of its 2 star runners!

With all the recent news about the impact plant-based fuels are having on the international crop and food markets, consumers are increasingly concerned about the sources of these alternative fuels. Biodiesel can come from 2 sources: one is a virgin source - soy production; the other is a fully recycled source taken from the waste stream (waste oil from restaurants, tallow, etc). The fuel the Recycling Alternative will provide to the Run's first tank is a recycled product, taken from the waste stream and converted to fuel that any diesel engine can run on without the need for any engine adaptations or conversions. It's as simple as pulling up and filling up... with a clean conscience!

Environmental Tip of the Week: Buy Local and Organic!

To keep the tour laser focused on our intention of inspiring 1 Million new ACTIONS for Earth, each month we'll be focusing on ONE of our Top Ten Action Steps.



For the Month of May: BUY LOCAL & ORGANIC!

Especially for heavier items that take extra time, energy, and carbon emissions to haul around the world, purchase foods that are produced locally and organically. A well-balanced diet of vegetables and fruits can easily serve you over 20 different delicious pesticides each day! And before you even take your first bite, all those pesticides are affecting the soil, the water, the farm workers, the wildlife and the planet. So each time you buy organic food, you help break that cycle!

THIS MONTH: Take the Action Challenge and BUY LOCAL & ORGANIC.

Join our Run for One Planet Team!

Our tour is growing! And with it, so are the opportunities to get involved with our awesome team! We have THREE positions now open to enthusiastic individuals who want to help make a difference in the world through our tour.

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

Duration: June, 2008 – April, 2009

Hours: 2 – 3 hours per week

VOLUNTEER POSTINGS

1. **ECO-ACCOMMODATIONS MANAGER**
2. **RUNNING GROUP MANAGER**
3. **FESTIVALS MANAGER**

"We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

~ Mother Teresa

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

Sign the petition to save Garden City in Richmond, BC, Canada. It is initiatives like these, from committed citizens, that will help to save natural parcels of land in our cities. Please visit: www.gardencitylands.ca.

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)
- ☑ Building and maintaining 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, and sending one follow-up 'thank you' note

2. **Running Group Manager**

As a Running Group Manager your role will consist of:

- ☑ Researching specific running groups/ companies coordinating community-based running groups across Canada, and around the USA, to ensure compatibility (working with the Co-Founders and Race Director to ensure a good fit),
- ☑ Initiating contact through professional and engaging email correspondence
- ☑ Building and maintaining strong relationships with the group representatives, mostly through online dialogue
- ☑ Coordinating running route logistics for all parties to run together!

3. **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 festivals, art festivals, 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 of eco-RV, etc.
- ☑ Securing partnership agreement(s)

For all three management 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).

QUALIFICATIONS PREFERRED:

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

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!



Contact Us

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

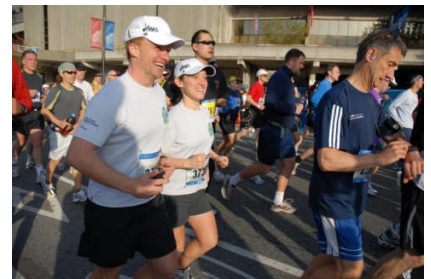


Media Highlights

- EPIC Expo at the Vancouver Trade and Convention Center on April 18-20 (*Photo by Frank Lee*)



- BMO Bank of Montreal Vancouver Marathon and the start to the Run for One Planet tour on May 4 (*Photo by Frank Lee*)



- Recent media coverage:
 - ☑ QMFM 103.5
 - ☑ Global TV
 - ☑ CTV
 - ☑ CBC Radio's "On the Coast" and Vancouver programs