

Media Release

Oct. 1, 2010

Express your concerns about climate change at Farmers Markets

Area citizens are invited to join the world in expressing their concerns about climate change by hanging a Tee with a message on the Smiths Falls and Perth Climate Change Clotheslines at the farmers markets on Sat., Oct. 9 from 8 a.m. to 1 p.m.

The Rideau Environmental Action League and Canada World Youth participants are organizing the events as a local contribution to the Global Work Party of 350.org.

Everyone is welcome to come by the booths at either the Smiths Falls or Perth Farmers Markets to paint a T-shirt with an environmental message. Completed T-shirts will be displayed for the public to see on an energy-efficient, old-fashioned clothesline. There will also be educational materials and volunteers ready to answer your questions about how to live a greener life.

The REAL/CWY Climate Change Clothesline is part of the Global Work Party organized by international environmental organization 350.org. On the weekend of October 10th, communities all over the world will host events to mark this day of action against climate change. In New Zealand they're having a bike fix-up day, in Uganda they're planting thousands of trees, and right here in Perth and Smiths Falls we're painting second-hand T-shirts and hanging them up. According to 350.org: "the goal of the day is not to solve the climate crisis one project at a time, but to send a pointed political message: if we can get to work, you can get to work too – on the legislation and the treaties that will make all our work easier in the long run."

350.org is an international campaign to build a movement to unite the world around solutions to the climate crisis. It's called 350.org because, says the organization, scientists have shown that 350 parts per million CO₂ in the atmosphere is the safe limit for humanity. Currently we're at 390 parts per million and rising. If we can't get below 350, say scientists, the damage we're already seeing – from wind storms, to vanishing fish stocks, to disappearing ice caps – will continue to grow and accelerate. 350.org plans

to build on their success of last year when they organized what CNN called the 'most widespread day of political action in the planet's history.'

REAL is excited to be part of this global day of action. "These Climate Change Clotheslines are a great way to reach the public with many messages about how we can all be more green," says REAL Environmental Projects Manager Susan Brandum.

"The political message is a really important part of this event," says REAL President Barb Hicks. "With the municipal elections just around the corner, I invite all candidates to come down to one of our Climate Change Clotheslines and write a message saying what they plan to do about climate change in our communities."

Since 1989, The Rideau Environmental Action League has conducted community-wide environmental projects and promoted environmental improvements within the Town of Smiths Falls and Lanark, Leeds and Grenville Counties. REAL is engaged in a wide variety of environmental projects including the Well Aware program, ecoENERGY home audits, and Kill-A-Watt meter loans and operates the REAL Deal Reuse Store. Contact REAL at www.REALaction.ca or call 613-283-9500 or the store at 613-283-7999.

Contact

Susan Brandum
REAL
613-267-2257