



Bringing greater public focus to the root cause of all environmental problems: OVERCONSUMPTION

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FOR IMMEDIATE RELEASE

RUN FOR THE EARTH
5K Eco-Friendly, Costumed Run to Raise Awareness About
Overconsumption

The 1st annual **Run for the Earth 5K Run** along Toronto's waterfront on Saturday, April 13th will be a unique, lively and colourful event in which runners will wear creative costumes made of borrowed, salvaged, or repurposed materials – or just their favourite tasteful underwear – to attract attention to the issue of overconsumption.

Overconsumption is often neglected in environmental debate and in public education, yet it is the root cause of almost all environmental issues. Unlike other races which generate lots of waste by giving runners single-serving food and drinks in disposable containers at the finish line and packages of promotional items, organizers of the Run for the Earth are aiming for **a zero-waste event**. Participants are being encouraged to bring their own picnic lunch (preferably vegetarian and in re-useable containers) to enjoy at the finish line in Coronation Park. In addition, runners will wear homemade costumes made entirely from repurposed materials. Even the bibs will be collected and re-used in future races.

Run for the Earth has **partnered with Running Room**, North America's leading running and walking retailer, to make this a great race experience for first-time racers and seasoned runners alike. Run for the Earth has also **partnered with the Green Living Show** at the nearby Direct Energy Centre, which has provided **free Green Living Show passes to all registered runners**, many of whom will attend this event after the run.

Run for the Earth is expecting about 100 runners and welcomes walkers, strollers, and persons with disabilities to follow the runners. "We are very excited about our first run in costumes!" says Run for the Earth's founder, Dr. Tushar Mehta. "In the future, we aim to make this a massive event with thousands of people. We want **overconsumption** to be a household concept, and attract people to learn more about how we can make the smallest possible footprint as individuals and communities, while increasing our quality and enjoyment of life at the same time."

Run for the Earth's inaugural event, a costumed parade in September 2012 along Queen Street West (<http://www.runfortheearth.org/#!/events/ca4p>), attracted about 80 people and led to the Toronto Vegetarian Food Festival at Harbourfront. Run for the Earth organizes community events to bring together people of diverse ages and backgrounds and provide examples of how to enjoy life while consuming less.

About Run for the Earth:

Run for the Earth is a grassroots, nonprofit environmental group based in Toronto whose mission is to increase awareness about **overconsumption** as the root cause of most environmental issues. Run for the Earth was founded in 2011 by Dr. Tushar Mehta, a local physician. Run for the Earth is developing its website (www.runfortheearth.com) to become a clearinghouse for sound, science-based information on how to live sustainably. Some solutions to overconsumption include buying and consuming fewer material things, incorporating environmental economics into personal choices, business decisions and government policy, better urban design, less auto transportation, a plant-based diet, and reducing energy use. Run for the Earth is developing educational materials on its website and also highlighting the work of other organizations. It will engage the public through media, schools and other venues, including the 5K Run and other community events, to reframe environmental awareness towards overconsumption.

WHEN: Saturday, April 13, 2013 – 9:00 a.m. – 1:00 p.m.

- Registration and gathering at 9:00 a.m.
- Race begins at 10:00 a.m.
- Picnic until 1:00 p.m., then walk to the Green Living Show

WHERE: Start and finish line at Coronation Park (southwest of Lakeshore Blvd. and Bathurst St.; 509 & 511 streetcars) going west along the Waterfront Trail. Link to maps:
<http://www.runfortheearth.org/#!about1/c1stb>

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WEBSITE: runfortheearth.org

RUN REGISTRATION:

<http://www.events.runningroom.com/site/?raceId=9168>

FACEBOOK: [facebook.com/RunForTheEarth](https://www.facebook.com/RunForTheEarth)

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