

Media Packet: Cycling for a Sustainable Future: 350 people-powered-miles

Norwich, VT to Canton, NY
April 9-26, 2009



Tour Team, Left to Right, Jim Merkel, Susan Cutting, Ross Scatchard, S. Tyler Durham

This media packet includes:

1. A 30 second written Public Service Announcement
2. A list of events for your community calendar
3. The tour route
4. Tour member bios (higher resolution photos can be provided upon request, contact susancutting@gmail.com)
5. A sample article about the presentations offered by the tour members

To schedule an interview, contact Jim Merkel, author of *Radical Simplicity* at glp@vtusa.com or call (603) 372-2074.

1. Public Service Announcement:

Radical Stimulus – Cycling for a Sustainable Future

The *Cycling for a Sustainable Future Tour* departs April 9 from Norwich, VT, covering 350 **people-powered-miles** through Montpelier, the North East Kingdom, Burlington and the Adirondacks arriving for the North Country Sustainable Energy Fair in Canton, NY. The team travels 350 miles urging humanity to lower carbon emissions to the safe upper limit of 350 **parts-per-million**. In 12 towns along the way, they'll offer presentations about Transition Towns, Locavores, simple living, and they'll pass on news about exciting sustainability efforts. For a listing of events go to:

www.cyclingforasustainablefuture.blogspot.com

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This year our tour members are: Jim Merkel, Susan Cutting, S. Tyler Durham and Ross Scatchard. We'll arrive wind-blown, warmed up and ready to stimulate real solutions to serious issues.

2. Events for your Community Calendar:

April 9th Thursday, 5-6:30 PM. *Cycling for a Sustainable Future Kick-Off*, Upper Valley Co-op, 193 N. Main St. White River Junction, VT 05001, (802) 295-5804

April 10th Friday, Depart Norwich, cycle to West Corinth.

April 11th Saturday, 10-11:30 AM. *Real-World Sustainability*, The Mountain School -- Dining Hall. Vershire, VT. Lunchtime conversation to follow. Bring bag lunch or donation for food. (802) 439-5324

Saturday, 4:30-6:00 PM. Author, Jim Merkel to read from *Radical Simplicity -- small footprints on a finite Earth*, Bear Pond Books, 77 Main St., Montpelier, VT 05602 (802) 229-0774

Saturday, 7:30-9 PM. *Radical Stimulus*, Bethany Church, 115 Main St. Montpelier, VT (802) 229-6307

April 12th Rest day.

April 13th Monday, 6:30 PM. *Your Money or Your Life*, Hazen Union High School, Hardwick, VT 05843 (802) 472-6020

April 14th Tuesday, 6:30 PM. *Radical Stimulus*, Simpson Hall, Sterling College, Craftsbury Common, VT 05827 (802) 586 -7711 ext. 124

April 15th Wednesday, 7:30 PM. *Radical Simplicity – Radical Spirituality*, Hoehl Welcome Center, Saint Michael's College, Colchester, VT 05439 (802) 654-2733

April 16th Thursday, 3:30-5:00 PM. *Radical Stimulus*, Waterman Memorial Lounge, UVM, Burlington, VT 05405 (802) 656-0895

April 17th Friday, 11:30 AM -1 PM. *Cycling for Sustainable Future Tour Visits ECHO*. Free with admission. ECHO Lake Aquarium and Science Center at the Leahy Center for Lake Champlain, One College Street, Burlington.
www.echovermont.org (802) 864-1848

Friday, 6 PM. *Radical Simplicity*, Charlotte Senior Center, Ferry Road, Charlotte, VT Potluck, program and discussion. (802) 425-3377 or ruah@peaceforearth.org

Friday, 7-9:30 PM. *Think Global Laugh Local*, Contois Auditorium, City Hall, Burlington, (802) 881-2039

April 18th Saturday, Cycle to Metta Earth Institute, South Lincoln.

April 19th Sunday, 1-3 PM. *Cycling for a Sustainable Future -- Transition Towns and Locavores*, Metta Earth Institute, 334 Geary Road, South Lincoln, VT 05443
10-11 AM Yoga, 11-11:30 AM Meditation, 12 Noon Potluck Lunch, 1-3 PM *Cycling for a Sustainable Future -- Transition Towns and Locavores* presentation, 3-4 PM Tour of Metta Earth. Suggested donation zero to \$30, no one refused! (802) 453-8111

April 20th Monday, 11 AM – 12 noon. *Radical Stimulus*, Middlebury College, Franklin Environmental Center at Hill Crest. Introduction by Jon Isham. For more information call (650) 283-1398.

April 21st Tuesday, 12 noon – 1 PM. *Sustainability Discussion*, Green Goddess Foods, 183 Newman Road, Lake Placid, NY (518) 523-4676

Tuesday, 6:30 PM. *Sustainability Social*, Saranac Lake Free Library, 100 Main Street, Saranac Lake, (518) 891-4190

April 22nd Wednesday, 6:15 PM. *Radical Simplicity*, Paul Smiths College - Pine Room, Paul Smith's, NY (518) 327-6330

April 23rd Thursday, Cycle to Canton, NY

April 24th Friday, 7 PM, *Sustainability Social*, Student Center, Saint Lawrence University, Canton, NY. (315) 229-5825

April 25th Saturday, Sustainable Energy Fair, Canton, NY
Radical Simplicity, 11:30-12:30 (lunch hour after so run over time possible)
One Planet Living Challenge: Ecological Footprinting Hands-On, 1:30-4:30

April 26th Sunday, Sustainable Energy Fair, Canton, NY.
Panel: Using Your Bike as a Major Means of Transport, 10-10:45
2009 Cycling for a Sustainable Future: A Radical Stimulus Report, 11-12:30
Green Czar: Sustainability Directors Louise Gava and Jim Merkel, 2:30-3:15

3. Cycling for a Sustainable Future Tour Route:

Day 1.	April 9 Thursday	Depart Norwich, VT Cycle 11 miles to White River Junction, VT. Cycle 11 miles back to Norwich.
Day 2.	April 10 Friday:	Cycle 37 miles to West Corinth, VT.
Day 3.	April 11 Saturday:	Cycle 11 miles to the Mountain School event in Vershire, VT. Cycle 27 miles to Bear Pond Book Store event in Montpelier, VT.
Day 4.	April 12 Sunday:	Rest day, Montpelier, VT.
Day 5.	April 13 Monday:	Cycle 24 miles to Buffalo Mountain Coop event in Hardwick, VT.
Day 6.	April 14 Tuesday:	Cycle 10 miles to Sterling College event, Craftsbury Common, VT.
Day 7.	April 15 Wed:	Cycle 55 miles to St. Michael's College event in Colchester, VT.
Day 8.	April 16 Thursday:	Cycle 8 miles to University of Vermont event in Burlington, VT.
Day 9.	April 17 Friday:	Cycle 13 miles to Transition Town event in Charlotte, VT.
Day 10.	April 18 Saturday:	Cycle 26 miles to South Lincoln, VT.
Day 11.	April 19 Sunday:	Event at Metta Earth Institute, South Lincoln, VT.
Day 12.	April 20 Monday:	Cycle 16 miles to Middlebury event and 50 m. to Keene Valley, NY
Day 13.	April 21 Tuesday:	Cycle 19 miles to Green Goddess Foods event in Lake Placid. Cycle 10 miles to Transition Town event in Saranac Lake, NY.
Day 14.	April 22 Wed:	Cycle 12 miles to Paul Smiths College event in Paul Smiths, NY.
Day 15.	April 23	Cycle 65 miles to St. Lawrence U. event, Canton, NY.
Day 16.	April 24	Cycling day
Day 17.	April 25	North Country Sustainable Energy Fair, Canton, NY.
Day 18.	April 26	North Country Sustainable Energy Fair, Canton, NY.

350 total miles

4. Members of the Cycling for a Sustainable Future: 350 people-powered miles Tour

Jim Merkel is an American author, volunteer, and engineer who moved from involvement in the military industry to pioneering in simplicity. His book, *Radical Simplicity: Small Footprints on a Finite Earth*, offers a path to a deeply sustainable way of living respectful of all life. His recent work helped Dartmouth College earn high grades on the Sustainability Report Card issued by the Sustainable Endowments Institute. Jim founded the Global Living Project (www.radicalsimplicity.org) and currently writes, lectures and consults with campuses and municipalities on sustainability initiatives. His loves include gathering wild edibles, being in nature, playing bass, and digging potatoes.

Susan Cutting is inspired by diverse and creative action for the earth and communities across the globe. Through her career she supports these actions. Most recently she served as Assistant Director and Interim National Director of the Student Conservation Association's Conservation Corps Program, where she oversaw up to eleven programs providing conservation service across the country. For over a decade she directed Sacred Earth Network's grant and exchange program for environmental non-profit programs in Russia. She earned a Master of Public Affairs in environmental policy and a Bachelors degree in Russian Language.

Ross Scatchard earned his B.S. in Environmental Science from Allegheny College (Meadville, PA) in 2007, and has been pursuing real life sustainable practices since graduating. He worked the past two winters as assistant coach for the St. Michael's College Nordic Ski Team, and in the summer works at Kroka Expeditions - an environmentally conscientious adventure camp. Ross finds immense joy in cycling of any kind, has a great appreciation for food and the resources we are privileged to, and loves learning new skills and sharing with interested people.

S. Tyler Durham is the Youth Education Coordinator at D Acres in Dorchester, NH. Tyler has taught at Mount Prospect Academy in Plymouth, NH and at YiChun University in China. He studied French language at the Université Aix-Marseille III in France, and Geography/Terrain Analysis at Plymouth State University, NH. Tyler is now living at the farm at D Acres where he is improving his Poultry language ability while kindling the wonder young people naturally hold for everything around them. Tyler leads tour groups and facilitates hands-on activities related to farm systems at D Acres and at local schools.

5. Sample Article: *Radical Stimulus – Cycling for a Sustainable Future*

The *Cycling for a Sustainable Future Tour* offers our *Radical Stimulus* program in 12 towns along the tour route. Pump up those bike tires, cycle to an event and also join us on our way out of town the following morning. This tour-de-force covers 350 **people-powered-miles** through Montpelier, the North East Kingdom, Burlington and the Adirondacks arriving for the North Country Sustainable Energy Fair in Canton, NY. For a listing of events go to: www.cyclingforasustainablefuture.blogspot.com

We travel 350 miles urging humanity to lower carbon emissions to the safe upper limit of 350 **parts-per-million**. We'll offer presentations about Transition Towns, Locavores, simple living, *Your Money or Your Life* and more, and we'll pass on news about the exciting sustainability efforts in your region.

This year our tour members are: Jim Merkel, Susan Cutting, S. Tyler Durham and Ross Scatchard. We'll arrive wind-blown, warmed up and ready to stimulate real solutions to serious issues.

You may know that species extinction rates, consumerism, military spending, human populations and incarceration rates are reaching record highs as financial institutions and personal happiness join the glaciers in melting down. Jim Merkel, author of *Radical Simplicity*, suggests dozens of Yankee-practical lifestyles steps that lighten footprints and also lighten the heaviness of a world going sour.

The gravity of these issues have motivated a new brand of community leader who put their values into action in step with Mahatma Gandhi's advice "You must be the change you wish to see in the world." To put it bluntly, many institutions and individuals can no longer afford to operate unsustainably.

At the interactive *Radical Stimulus* event, participants become 'visionaries' of possible sustainable futures, and presenters offer tools to measure progress and discuss examples that deliver deep levels of footprint reduction and financial savings. From vision to action, witness the birth of a sustainable culture where low-impact becomes 'default.'"

As our tour rolls through colleges, farms, and towns, we'll document "[Transition Town](#)" initiatives and relay them on the [Cycling for a Sustainable Future](#) blog. We'll visit college campuses, where students are transforming their schools into living laboratories of ecological design and sustainable energy systems. We'll meet with community groups advocating for renewable energy in homes, schools, and workplaces. We'll talk to farmer and consumer groups working to develop local food networks that undercut the industrial food system. We want to document these initiatives, and also offer what we've learned that can help support them. Our emphasis will be on the practical steps you can take--right now--to both lighten your footprint and brighten your life.

"All this sustainability stuff sounds great, but I have to live in the real world." In this presentation, the Cycling for a Sustainable Future Team will highlight how 'real-world status quo' has led to stress, overwork, climate change, poverty and wars. It is possible to package your life's energy, loves and skills to create a more secure career and ecologically intact home for you and your children. It will require real change -- deep change. From root cellars to low-cost locavore eating, from solar power to utility-shaving strategies, from low-cost fun to low-waste campuses, the changes are underway in real lives, on campuses and in towns.

Government and big-business urge Americans to continue living beyond personal and planetary means to save 'the economy' even as they consume 250 times more than the Earth's poorest billion people. This presentation demonstrates a way forward based upon ethical relationships with humanity, nature and future generations.

Since 1996 the Cycling for a Sustainable Future Tours have covered over 17,000 miles. In our travels we've seen positive energy springing up in many places. That energy is starting to produce real changes in the so-called real world. It's an exciting moment in history.

We thank the wind at our backs generated by our sponsors and supporters: [The Vermont Chapter of the Sierra Club](#), [Ibex](#), [the Upper Valley Food Co-op](#), [The Upper Valley Land Trust](#), [The Mountain School](#), [Dan Breslaw](#), [Bear Pond Books](#), [Bethany Church](#), [The Buffalo Mountain Coop](#), [Transition Town Hardwick](#), [Sterling College](#), [Office of Sustainability of St. Michael's College](#), [GOT S.K.I.L.L.S.?](#), [The University of Vermont Office of Sustainability](#), [Vermont Earth Institute](#), [Focus the Nation](#), [ECHO](#), [Leahy Center for Lake Champlain](#), [Charlotte Sustainable](#)

Living Network's Transition Town Charlotte, Metta Earth Institute, the Middlebury College Sunday Night Group, the Keene Valley Hostel, Green Goddess Foods, Peter Seward, Gail Brill, Barbara Tam, Tri-Lake Transition Towns, the Keene Elementary School, Paul Smith's College Office of the President, TRiO Student Support Services, Student Activities, Students for Environmental Action (SEA), St. Lawrence University, the North Country Sustainable Energy Fair, Patricia Greene, D Acres, West Coast Climate Equity, William H. Calvin, the Global Living Project and many others!