

"The more deeply I search for the roots of the global environmental crisis, the more I am convinced that it is an outer manifestation of an inner crisis that is, for lack of a better word, spiritual. "

- Al Gore, *Earth in the Balance; Ecology and the Human Spirit*

"Giving up is a copout because no one knows what the future holds. And although it is true that each of us is insignificant, a lot of insignificant people add up to a real force. For me, the rewards of getting involved are that I will be able to look my children in the eye and say, 'I did the best I could.' "

- David Suzuki, *The Sacred Balance; Rediscovering Our Place in Nature*

"We don't have much time. The planet's resources are running out. And so if we truly care about the future of our planet we must stop leaving it to "them" out there to solve all the problems. It is up to us to save the world for tomorrow: it's up to you and me."

- Jane Goodall, *Reason for Hope*



synergy in action

Pink Gazelle Productions Inc creates literary, film and theatrical works that entertain, enlighten and encourage people to effect positive change in themselves and the world around them.

www.pinkgazelle.com



For further information on the campaign, including learning about sponsorship opportunities and how to get involved, please contact:

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www.facethefuture.ca

*Reducing our environmental footprint
one step at a time*



*Environmental
Awareness Campaign*

facethefuture.ca

...because if we don't, who will?



Creative Concept for PSAs

The creative concept for the *Face the Future* PSA series is a futuristic TV game show where a charismatic quizmaster asks the audience questions about shocking environmental statistics, should society continue with business as usual.

Audience members and the quizmaster himself are so caught up in the excitement of the game that the seriousness of the subject matters don't register. The exception to this is a teenage girl in the audience who answers the questions correctly and, based on her mortified reaction, clearly grasps the reality of the situation.

Each PSA will address one environmental issue by showing the long-term, cumulative and global impacts and then offering the viewer a simple way they can help ensure that is *not* the future we get.

Non-profit Status

As of April 2009, *Face the Future* is in the process of being set up as a non-profit society registered in Alberta.



Seven Key Issues Addressed in Campaign

- Reducing vehicle idling
- Reducing use of plastic shopping bags/ switching to re-usable bags
- Reducing use of disposable hot beverage cups/ switching to re-usable go-mugs
- Reducing use of disposable plastic water bottles/ switching to stainless steel re-usable bottles
- Composting kitchen and yard waste (outdoors in summer/vermiposting in winter)
- Replacing regular incandescent light bulbs with energy efficient ones
- Using rain barrels

Anti-idling Vehicle Decal

To raise awareness with motorists about the importance of reducing unnecessary vehicle idling, *Face the Future* has created this vehicle decal:



All proceeds from the sale of these decals go towards the production costs of the PSAs. Decals are \$3 each and bulk rates are available.

Please visit www.facethefuture.ca to order.

About Face the Future

Face the Future is a grass-roots environmental awareness campaign initiated by Pink Gazelle Productions Inc out of Calgary, Alberta, Canada.

The purpose of the campaign will be to raise public awareness about the global impact of individual actions, while inviting people to be part of the solution by making simple changes in their own lives.

By reflecting the *cumulative* effect of seemingly harmless individual actions, such as vehicle idling, the campaign will be a call to consumers to 'face the future' by thinking globally and then acting locally.

The campaign will be comprised of two components:

- A series of seven 30-second public service announcements (PSAs) that will be aired on TV, the internet, iPods, cell phones, etc
- Community campaigns – through partnerships with schools, environmental organizations, businesses and government – that will reinforce the same environmental messages communicated via the PSAs