

finding SOLUTIONS



David Suzuki Foundation



winter 2011
www.davidsuzuki.org

How will you celebrate David Suzuki's 75th birthday?

YOU READ THAT RIGHT: the man who never stops moving, talking, reading, writing, teaching, or crusading is turning three quarters of a century young on March 24. With a schedule that would make a man half his age weep with exhaustion, David Suzuki continues to blaze a trail of change that he hopes will benefit future generations. Of course, he likes to point out constantly that he's now in "the death zone", and it's time for others to take a leadership role in creating a healthier world.

Ask Suzuki what he wants to do for his 75th birthday and this is the kind of thing you'll hear: "I don't want to do anything. I just want people to forget about it. It's no big deal!"

Sometimes you don't always get what you want for your birthday...

Especially when it's a milestone like your 75th birthday and you happen to be one of Canada's most trusted and recognizable public figures. Birthdays are all about celebrating, so we asked a few Canadians what they'll be doing to toast Suzuki's 75th.

He shoots, he fundraises! Boston Bruins defenceman Andrew Ference wants you to help him give Suzuki exactly what he wants for his birthday.

"He has done so much for our country, constantly there for us, working for the environment," says Ference. "This is an opportunity to thank him for what he has done and to give him a gift. Of course, the best gift to give him and what he would want most is to help support his work through the Foundation." Ference is hosting his very own fundraising page at www.HappyBirthdayDavidSuzuki.com. Check it out and help him score his goal!

Rather than getting him a gold watch, the CBC has decided to invite Canadians across the country to help celebrate two important milestones—the 50th anniversary of *The Nature of Things* and its long-time host's 75th birthday. The national broadcaster will air a special program on March 24 at 8 p.m., featuring interviews with Al Gore, Robert Redford, Jane Goodall, and other distinguished guests.



"Like all birthday parties it will have some surprises," says Frances-Mary Morrison, senior producer for *The Nature of Things*. "But everyone we talked to spoke about how their activism and what they do has been inspired by David."

The folks at the Drake Hotel in Toronto are known for their commitment to promoting Canadian arts and culture. Now the hipster hotel has added the environment to its list of causes. Hotel staff plan to screen *Force of Nature: The David Suzuki Movie*, host concerts with *Playlist for the Planet* CD winner Danny Michel, and feature a special sustainable menu item created by executive chef Anthony Rose.

"We are both excited and honoured to celebrate David Suzuki's 75th birthday while raising awareness and funds for the Foundation," says spokesperson Jenn Godbout. "We truly believe in doing our part to give back to the planet while engaging the community at large." For more information visit the Drake Hotel's fundraising page at www.Happy-BirthdayDavidSuzuki.com.

How will you celebrate David Suzuki's 75th birthday on March 24? www.HappyBirthdayDavidSuzuki.com.

Leanne Clare



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Kevin Webster (above) became a monthly donor after chatting with one of our street representatives (below).



It's nice to know that my monthly contributions will aid Foundation projects on a continual basis.

Former Canadian Forces officer “impressed with Foundation’s efforts”

In the fall of 2010, Kevin Webster met one of our on-the-street representatives who share the Foundation’s work with people they meet on the sidewalk. Kevin stopped to chat and was compelled to become a monthly donor.

Having recently left a 12-year career as an officer in the Canadian Forces, Kevin is searching for new employment. With a B.A. in business administration, he is functionally bilingual and has occupied various leadership positions both at home and overseas. He lives in Vancouver and appreciates spending time with family and friends. He has recently become a yoga enthusiast.

What inspired you to chat with our representatives?

Having recently left my career in the Canadian Forces, I have had more time to get out and socialize in the community. When approached by a friendly Foundation representative, I decided to listen to his sales pitch and was both surprised and impressed with the Foundation’s efforts and pursuits. I felt the Foundation supports worthwhile causes and subsequently became a donor.

Why did you decide to help protect the environment?

Having travelled extensively in my childhood and more recently with the navy, I

have always had a great appreciation of the environment. I decided to make a monthly donation to help preserve our environment for future generations.

What do you like about being a monthly donor?

I have found being a monthly donor to be complementary to my monthly budgeting. It’s nice to know that my monthly contributions will aid Foundation projects on a continual basis.

What is Canada’s biggest environmental challenge?

Air pollution is a primary concern, along with other issues like potable water, Alberta’s oil sands, the reduction in the Arctic’s ice coverage, deforestation, depleted fishery resources, and green energy resources (to name a few).

What would you do if you were prime minister?

I would aim to make Canada a global leader in environmental issues and humanitarian relief efforts; moreover, my intention would be to balance economic growth with carbon footprint reduction.

members write

We must recycle furniture to help forests

I just finished reading David Suzuki’s latest book, *The Legacy*, and it inspired me to try and establish my project of recycling furniture. This project would be my legacy to the world. Dumping good hardwood into a landfill is wasteful. Hardwood used in furniture is often imported from Brazil. This adds to the depletion of the rainforests, which is a major producer of essential resources such as oxygen, food, and medicine.

Now that we know better, it’s time for action.

ALEX KUTHY, ST. CATHARINES, ON



Kids help with lemonade stand

My name is Ruby. I am six years old.

I got a letter from you asking for money to help protect Canada’s coastlines from oil. I had a lemonade stand to raise money. All of my friends came. I raised this money. My Poppy wrote a cheque and took the money.

I love nature.

RUBY LYONS, KITCHENER, ON

Community supports LEED social housing

A social housing project that my company was building, Chapelview Apartments in downtown Brampton, is completed and occupied by 200 families with low income or disabilities. This is a government funded project to build a conventional specified building but, through an internal corporate sponsorship program, my goal was to raise \$3.4 million and attempt to achieve the first LEED Platinum Certified social housing project in North America. I did raise all of the money and the project is under evaluation by the Canadian Green Building Council. This is an excellent example of how a community can really come together to create miracles and then showcase them as a model that can be learned and skills applied elsewhere in the world.

JOHN D’ANGELO, WOODBRIDGE, ON



Long-awaited victory protects B.C.'s Fish Lake

PHOTO: TSIHQOT'IN NATIONAL GOVERNMENT

IN NOVEMBER, A 15-YEAR FIGHT to protect one of British Columbia's lakes came to a close when the federal government rejected a mining proposal that would have destroyed this important natural resource. Fish Lake, known as Teztan Biny by the Tsilhqot'in First Nation, is located near Williams Lake in the B.C. Interior and is home to many species of wildlife, including grizzly bears and a unique species of rainbow trout.

The mining company, Taseko, was proposing to drain the lake, dam tributary creeks, and dispose of mine waste in the drained lake. If the application had been approved, the environmental and social impacts would have been massive and irrevocable (especially for First Nations). When thousands of concerned citizens—including supporters of the David Suzuki Foundation and other environmental groups, First Nations, and scientists—spoke out against the proposal, they were heard by the members of a special federal review panel tasked with examining the project. As a result, Fish Lake will remain protected from the devastating effects of mining.

First proposed by Taseko Mines Limited in 1993, this controversial project (called the Prosperity Gold-Copper Mine) was met with an overwhelmingly negative response by the public and government regulatory bodies. During a formal provincial environmental assessment in 1995, the provincial Ministry of Environment, the federal Department of Fisheries and Oceans, environmental groups, and First Nations communities urged Taseko Mines to come up with alternatives to destroying Fish Lake. Government regulators even went as far as to say the loss of the lake would not be tolerated.

Due to a drop in world copper prices in the late '90s, Taseko Mines put the project on hold before all of the environmental and social impacts could be resolved. In 2007, following a resurgence in world metal prices, Taseko resurrected the plan to destroy Fish

Lake, despite previous concerns expressed by government regulators, the informed public, and First Nations. Shockingly, in 2010, the B.C. Environment Minister decided to allow the project to proceed as proposed. At the time, the B.C. Environmental Assessment Office had concluded that the project was not likely to result in any significant adverse effect, with the exception of the loss of Fish Lake and Little Fish Lake. Essentially, the provincial government decided the economic benefits of the plan outweighed the environmental and social impacts.

Luckily, the fight to protect Fish Lake did not end with this heartbreaking decision. Instead of viewing the environmental and cultural effects of the Prosperity Mine as minor, the federal review panel considered the permanent impacts on wildlife and First Nations' cultural heritage to be staggering and unacceptable. This decision, along with the very vocal protests of thousands of Canadians and information made available from environmental groups such as the David Suzuki Foundation, Mining Watch, the Sierra Club of Canada, and the Council of Canadians, convinced the federal government that it had no option but to reject the Prosperity Mine proposal.

This victory shows the power that people have when they band together and speak up about environmental issues. While this success should be applauded, the fight to protect Canada's lakes and rivers from the perils of mining is ongoing. Regulatory loopholes continue to allow mining companies across Canada to propose using our pristine lakes as toxic mine waste dumps, and federal government policy supports this madness. With the help of you, our supporters, the David Suzuki Foundation will continue to stand up for North America's lakes and rivers and ensure more protection for these essential freshwater resources.

 Anna LeGresley



Leave a legacy for the children of tomorrow

Build the David Suzuki Foundation into your estate planning. Consider a gift in your will, or another type of legacy gift, to help ensure a healthy environment for generations to come. Or, if you've already done so, let us know so we can thank you!

Please contact Katie Loftus at
604.732.4228 • 1.800.453.1533 • kloftus@davidsuzuki.org



Alberta family gets eco-makeover

Canadian Living magazine loved the idea of having our Queen of Green, Lindsay Coulter, give one of its subscribers a lifestyle eco-makeover. Melanie Smith, married mother of four from St. Albert, Alberta, won the contest.

“My five-year-old daughter, Lauren, asked me if a belching industrial smokestack was a cloud machine,” Smith wrote. “I was at a loss as to how to explain, and knew I had to do something to make a difference.”

With Lindsay’s help, the Smiths are well on their way to a lighter footprint. An old clothes-drying rack is back in service, and non-toxic cleaner is in regular use. The whole family took up backyard birding and composting—five-year-old Jack’s pet project. Smith also gave up a decades-long attachment to cosmetics containing harmful ingredients and, when a toilet broke, wrote her mayor to ask for a water-savers rebate program.

This feature story will reach more than half a million readers when *Canadian Living* hits newsstands in March.

U.S. Building Council supports sustainable forestry

The Foundation tips its hat to the United States Building Council. In December the council decided any building certified by the Leadership in Energy and Environmental Design program (LEED) can only source wood certified by the Forest Stewardship Council (FSC).

The Foundation helped launch the FSC in 2001, and it’s now the most trusted name in sustainable forest products, from plywood to paper to hairbrushes. It ensures that North American forests are managed responsibly.

The U.S. Building Council considered awarding credits to other weaker, industry-sponsored forest management certification schemes, but it ultimately chose to support only the FSC certification as part of the LEED program. A move like this improves green building practices and ensures a better future for North America’s beautiful forests.

Symposium sparks ideas for sustainable cities

In November, our Quebec team held its first symposium on energy, transportation, and water sustainability. More than 120 people from businesses, industry, and academia gathered at the Hyatt Regency Hotel in Montréal for the discussion about sustainable cities.

IBM was a major sponsor and developer of the event, entitled “Smarter, Sustainable Communities: Innovation at Work”. Several well-known speakers from organizations, businesses, and associations took part. André Boisclair, a consultant in strategic development and public affairs and former Minister of the Environment and Municipal Affairs for Quebec, was the keynote speaker.

Feedback from participants was very positive, and we hope to repeat and build on the experience for next year to continue dialogue on sustainable solutions.

Watch Suzuki’s biography film on CBC

The acclaimed documentary *Force of Nature: the David Suzuki Movie* will be broadcast across Canada on CBC-TV on Sunday, March 13, at 8 p.m. Double-check your local listings to ensure you don’t miss it.

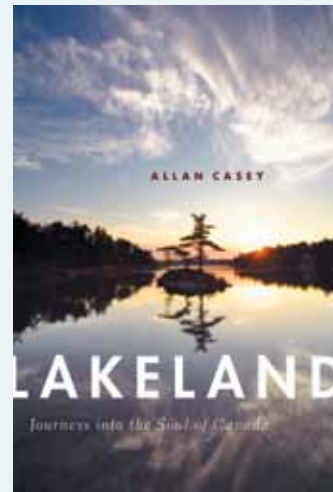
The film interweaves a poignant lecture by David Suzuki with scenes from pivotal events and places in his life. These include a visit to the Slocan Valley camp where his family was interned during World War II, a peace memorial service in Hiroshima, and family moments on Haida Gwaii.

Force of Nature is directed by Sturla Gunnarsson and co-produced by eOne Films and the National Film Board. The DVD will go on sale this summer.

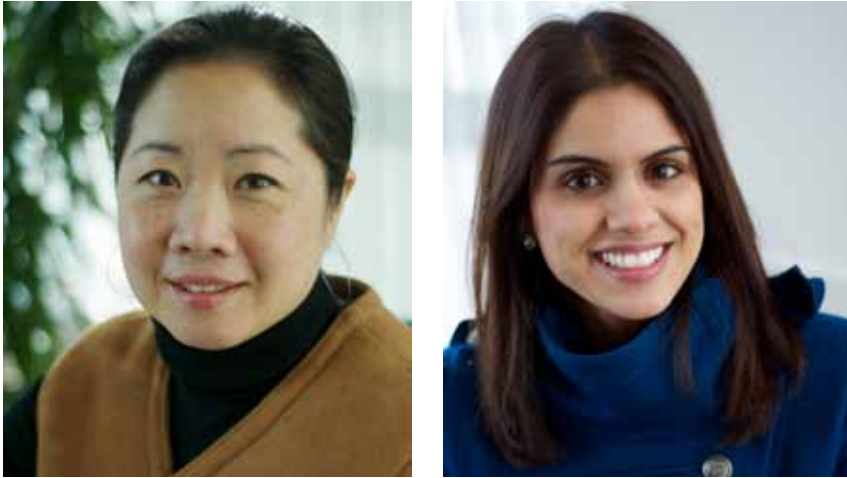
Foundation co-publishes Governor General’s Award-winning book

Acclaimed Saskatchewan journalist Allan Casey took home the 2010 Governor General’s Award for Non-Fiction for his impressive debut book, *Lakeland: Journeys into the Soul of Canada*. Published by Greystone Books and the David Suzuki Foundation, this fascinating tour through some of Canada’s three million lakes is both a celebration of our abundant bodies of water and a call to preserve them.

Through interviews with boat captains, innkeepers, aboriginal fishery managers, and more, Casey paints a beautiful yet fragile picture of our relationship with lakes. Though the geological and historical elements of *Lakeland* are compelling and expertly told, the author’s personal reflections on his family’s cottage on Saskatchewan’s Emma Lake make this book a heartwarming read.



Bottom-up initiatives fuel provincial race to the top



New staff members Winnie Hwo and Harpreet Johal engage with multicultural groups to learn and share climate solutions. PHOTOS: FEELING PHOTOGRAPHY

HOPING FOR ACTION on climate change to come from the top down can be an exercise in frustration. Our own federal government appears more concerned with promoting the fossil fuel industry than protecting Canadians from the harmful effects of that industry.

At the same time, we see encouraging signs at the community level and from municipal and provincial governments (and state governments in the U.S.). Despite the corporate-focused priorities of top levels of government, most Canadians care about the environmental health of their fellow citizens and of their children and grandchildren. We care about pollution, clean air and water, and global warming. We also care about the economy, but we realize that a long-term healthy economy depends on a healthy environment and healthy citizens.

That's why the David Suzuki Foundation is focusing many of its efforts around climate change, clean energy solutions, and pollution in a project titled "Race to the Top".

At one level, that means encouraging a healthy competitive situation in which provincial leaders try to make their province the greenest. We regularly evaluate the provinces on their efforts to reduce greenhouse gas emissions, noting the positive initiatives, such as putting a price on carbon emissions, and the areas where they need to improve. Several municipalities are making progress when it comes to making cities more liveable and lighter on the environment.

Some of the most exciting work we're doing, though, involves outreach at the community level. Young people, new Canadians, and ethnic minorities also care about environmental issues that affect our health and our future, but they have sometimes felt left out of the discussions.

Two new members of our Climate Change and Clean Energy team, Winnie Hwo and Harpreet Johal, have been meeting with student groups, multicultural organizations, immigration societies, and ethnic media to assist with their work to keep Canada a healthy and prosperous nation. They've found an incredible amount of interest and enthusiasm, as well as great ideas, from a broad range of Canadians. Our role is to help these communities and organizations find ways to put these ideas into action. At the same time, we also have a lot to learn from them.

One thing we have learned is this: the more that people throughout society get involved, the more chance there will be of positive change taking place at the top.


 Ian Hanington

Green Cafés serve inspiration for businesses greening the workplace

ON NOVEMBER 15, A CAPACITY CROWD of eco-conscious business owners, managers, and employees headed to Vancouver's Fairmont Hotel to take part in an innovative discussion about sustainable business growth. This highly anticipated networking event, the Foundation's fifth Green Café event, focused on examining what it will take for Vancouver companies to build business models based on sustainable resource use.

There to lend their expert opinions on this essential subject of economic de-growth were William Rees (human ecologist, economist, and UBC professor), Coro Strandberg (principal of Strandberg Consulting), and Conrad Schmidt (author of *Alternatives to Growth*). After each panellist delivered a five-minute speech on his or her big-picture vision of a sustainable business world, employees and executives met in small groups to brainstorm their own ideas on how to implement meaningful change in Vancouver's business community. Solutions from the groups varied from the basics (turning off computers at the end of a work day, trimming waste, travelling smarter) to more in-depth ways we might adapt the basis of our economy.

Green Cafés are local events held in Vancouver and Toronto and are open to all members of Canada's business community. The next Green Café will be held in Vancouver in March 2011. These forums are organized by David Suzuki Ambassadors, trained volunteers who facilitate office greening workshops for companies in the greater Vancouver and Toronto areas. For information on our Green Cafés, how to go green at work, and how to book an Ambassador for your workplace, visit www.davidsuzuki.org/what-you-can-do/green-your-workplace/.

 Anna LeGresley

Give your crisper a makeover

YESTERDAY, I threw a bunch of green onions into my backyard composter. They were buried at the bottom of the crisper drawer, just on the verge of disgusting. No big deal, right? At least they made it into the compost and didn't end up in the landfill.

But every time we throw out food, whether it's destined for the compost bin or not, all the resources it took to grow, package, produce, and ship it are discarded too, including massive amounts of water. In fact, over half of all food produced worldwide is wasted—discarded in processing, transport, and grocery stores. Then when the food makes it to the fridge, the average Canadian household chucks one in four produce items.

While a lot of us are plugged into eating local, seasonal, and organic produce, we sometimes overlook (or try to ignore?) the food we throw out at home. Yet reducing discarded edibles could go a long way to saving you money—up to \$600 dollars each year.

You can reduce food waste in your home by sharpening your food storage skills. Fruits and vegetables are still breathing even after they've been picked. They give off ethylene, a colourless, odourless, gaseous hormone that, among other things, stimulates ripening. Some produce emits high levels of ethylene gas; others are sensitive

GAS EMITTERS

Apples	Cantaloupes	Honeydews
Apricots	Figs	

KEEP THESE GAS EMITTERS OUT OF THE COLD

Avocados	Peaches	Plums
Bananas (unripe)	Pears	Tomatoes
Nectarines		


KEEP THESE AWAY FROM GAS EMITTERS

Bananas (ripe)	Cucumber	Peas
Broccoli	Eggplant	Peppers
Brussels sprouts	Kiwi	Summer squash
Cabbage	Leafy greens	Sweet potatoes
Carrots	Parsley	Watermelon
Cauliflower		

STORE THESE IN A COOL, DRY, DARK PLACE (NOT THE FRIDGE)

Garlic	Potatoes	Winter squash
Onions		

to it. Most fridges have two crisper drawers to keep them separate. Some produce is also cold-sensitive and refrigeration can accelerate spoilage. Use this handy guide to organize your produce.

 Lindsay Coulter, David Suzuki's Queen of Green

funding solutions

Suzuki's "show and tell" coming to schools across Canada



David Suzuki will use TelePresence technology to speak with Canadian elementary students.

WHEN DAVID SUZUKI turns 75 in March he will begin to fulfill one of his dreams—to speak to as many school-aged children in Canada as possible.

Elementary schools across Canada are invited to take part in "Canada's biggest virtual birthday party". Everyone brings presents to a birthday party, but the only gift David wants from these parties is for students to get outside! Then, on March 30, they'll have a chance to ask him questions by video-conference about what they experienced when they headed outdoors.

This opportunity to engage students across the country is made possible through a donation of more than \$1 million in equipment from Cisco Systems. The David Suzuki Foundation's four offices

have been outfitted with TelePresence—life-sized video conferencing that allows staff to talk as if they are meeting face-to-face. The system not only improves communication, it helps staff at the Foundation travel less, reducing our ecological footprint.

"Cisco has never given a gift of this scale before in Canada," says Willa Black, vice president of corporate affairs for Cisco Systems. "But it is totally in line with our philosophy of extending our technology and solutions to help non-profits and communities to scale their own productivity and extend their own great work."

This technology also allows David Suzuki to broadcast to classrooms across the country as long as they have access to WebEx and the Internet.

"Through the gift of Cisco solutions, David is able to fulfill his dream of spreading his message of environmental sustainability to as many students as possible," Black says. "It's all about education and spreading the message."

"Canada's biggest virtual birthday party" will take place on March 30 and will be co-hosted by George Stroumboulopoulos. It's open to elementary schools across the country. To find out how your school can participate, please email alegresley@davidsuzuki.org.

 Leanne Clare

finding SOLUTIONS

A publication of the David Suzuki Foundation, a registered Canadian charity working to protect the diversity of nature and our quality of life, now and for the future.

2211 West 4th Ave., Suite 219
Vancouver, B.C., Canada, V6K 4S2
tel 604-732-4228
toll free 1-800-453-1533
fax 604-732-0752
davidsuzuki.org

Editor Heather Murray

Contributors Leanne Clare, Lindsay Coulter, Ian Hanington, Anna LeGresley, Gail Mainster, Catherine Orer, David Suzuki

Design and Production
Johannes Schut

Board of Directors Stephen Bronfman, Dr. Tara Cullis (President and Co-Founder), Severn Cullis-Suzuki, Pauline D'Amboise, James Hoggan (Chair), John Lefebvre, Dr. Samantha Nutt, Miles Richardson, Peter Steele (Secretary), George Stroumboulopoulos, Dr. David Suzuki (Co-Founder), Dr. Peter Victor, Elaine Wong (Treasurer)

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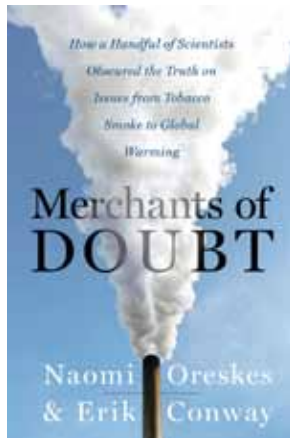
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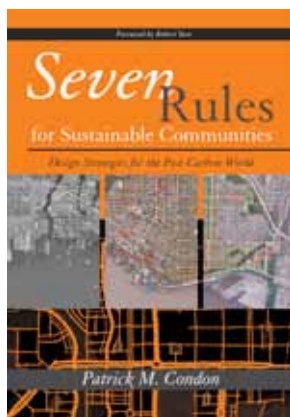
recommended



Merchants of Doubt

Naomi Oreskes and Erik Conway, Bloomsbury Press

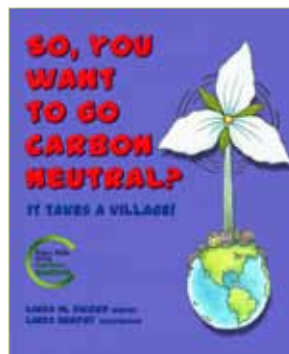
Smoking is bad for your health. Burning fossil fuels contributes to climate change, which threatens humanity. These are scientific facts, and scientists have worked hard to find solutions. Despite their efforts, a handful of other scientists have worked to confuse and mislead the public about these issues. In this important book, subtitled *How a Handful of Scientists Obscured the Truth on Issues from Tobacco Smoke to Global Warming*, science historians Naomi Oreskes and Erik Conway detail how a few corrupt scientists—often the same ones working on different campaigns—have taken money from industry for their attempts to discredit the science.



Seven Rules for Sustainable Communities

Patrick M. Condon, Island Press

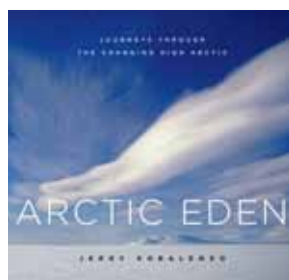
Cities are responsible for 80 per cent of the world's greenhouse gas emissions, according to UBC professor Patrick Condon. "Since the problem is caused by cities, the solution should be there too," he writes in this excellent, well-researched book. That solution, he argues, means urban planning that includes streetcars; locating commercial services, transit, and schools within a five-minute walk; locating jobs close to affordable housing; providing a diversity of housing types; creating linked systems of natural areas and parks; and investing in greener, cheaper, and smarter infrastructure.



So, You want to go Carbon Neutral? It Takes a Village

Linda M. Sword, Illustrated by Linda Hendry; The Ontario Ministry of the Environment's Community Go Green Fund

For any community that has thought about going carbon neutral, the village of Eden Mills has written a go-to guide. Available free online, this entertaining handbook outlines every step these passionate folks took—and are still taking—in their journey to become North America's first carbon neutral village. Packed with illustrations and anecdotes, the guide covers everything from defining what carbon neutral means to detailing the steps to becoming carbon neutral. Download your free copy at www.goingcarbonneutral.ca.



Arctic Eden: Journeys Through the Changing High Arctic

Jerry Kobalenko, David Suzuki Foundation / Greystone Books

"Some people live rationally, while others go where their obsessions lead them," announces Jerry Kobalenko in the introduction to his remarkable collection of photos and prose dedicated to the High Arctic. *Arctic Eden* is a testament to these obsessions: the road untraveller, the beauty of open space, and the exposed Arctic wildlife. From the constant fear of polar bears to the fairy-tale beauty of ice tunnels, every mental and physical element of Kobalenko's journey is captured beautifully.

Sharing life's lessons is the duty of an elder

I turn 75 next month, and this has me thinking about mortality. I'm in the last part of my life, so I've been reflecting, sifting through the detritus of experience, observation, and thought to winnow out lessons to pass on to my children and grandchildren.

The most influential elders in my life were my parents. Although they were in their 30s and 40s when I was a child, they seemed much older and wiser. They taught me lessons that have guided me and that I have tried to pass on to my children:

"Respect your elders." They weren't referring to themselves but to older people, who by virtue of having lived a life, deserved respect.

"You are what you do, not what you say." With today's barrage of information, spin, and propaganda from politicians and corporations, it's important to look at a record of action rather than be deceived or confused by words.

"If you want everyone to like you, you will not stand for anything." When I was in high school, I was elected president of the student body. I told my dad that I wanted everyone to like me. He told me that no matter what you stand up for, there will always be those who disagree with you.



Suzuki's parents, Setsu Nakawura and Kaoru Carr Suzuki, were the most influential elders in his life.

"Whatever you do, whether it's washing dishes, scrubbing floors, or working at a job, throw yourself into it with all your energy." I have learned that when I do a half-hearted job, I get a half-hearted experience.

My parents also taught me that I should save for tomorrow, live within my means, share and not be greedy, and that I should work hard to earn money to buy necessities in life but that I mustn't run after money as if having more than others would make me better or more important.

Elders remember a time when family and social activities were the central focus of

life, not shopping and owning stuff. Elders remind us that life can be rich and fulfilling without all the toys.

I'm lucky to have arrived at a time in my life when I am freed from the encumbrances of making money, seeking fame and power, and showing off. We elders have no hidden agenda and can speak the truth.

As an elder, I hope parents teach their children, as I was taught, to respect elders, and listen and learn from them.

To find out if David Suzuki is coming to your town, please visit www.davidsuzuki.org/david/speaking-schedule/.

Join David Suzuki's 75th birthday celebration!

For this special birthday, nothing would make David Suzuki happier than a once-in-a-lifetime push towards a healthy environment from all his supporters and fans. Your participation would mean so much to him.

We invite you to send David a personal birthday message, make your eco-pledge, and raise funds to support his lifetime of work. Make a gift to the Foundation as a special 75th birthday present, or create your own fundraising page to share with friends online.

Visit www.HappyBirthdayDavidSuzuki.com to start your fundraising team today.