



**For Immediate Release**

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## **World's Largest Sustainability Mobilization Begins March 26**

### **Virtual and Live Events Feature Global Environmental Leaders, NGO's**

Major environmental organizations and 100 top-name sustainability leaders are joining forces in a massive, unprecedented global initiative.

The three-month "Spring of Sustainability," intended to reach hundreds of thousands, begins March 26 with an almost-daily mix of free teleseminars, live programs, and local events uniting communities across the globe.

"It's a brilliant idea," said actor and long-time environmentalist Ed Begley, Jr. "In 40 years of environmental work, I've yet to come across anything like the Spring of Sustainability. The list of presenters is a 'who's who.' And anyone can tune in – for free – and learn from today's greatest minds how to create more sustainable lives and communities."

Presenters for the Spring of Sustainability include luminaries like primatologist Jane Goodall, climate activist Bill McKibben, former White House Advisor Van Jones, *Diet for a Small Planet* author Frances Moore Lappé, Earth Day founder Denis Hayes, and over 100 other leaders coming together to educate, inspire and create change.

Randy Hayes, legendary founder of the Rainforest Action Network, called the Spring of Sustainability "an honest look at where we are and where we can go." Hayes, who's presenting on April 5<sup>th</sup>, referred to his fellow presenters as "many of the world's inspired problem solvers."

"We've brought together dozens of the leading minds on today's most pressing issues – climate change, resource depletion, species extinction and environmental justice – to make innovative solutions accessible to everyone," explained Spring of Sustainability co-producer Vinit Allen, director of the nonprofit Sustainable World Coalition. "And since most events are virtual – and free of charge – distance, cost and time won't be limiting factors in who can participate."

Core topics include Green Business, Green Lifestyle, Activism for a Just and Sustainable World, Global Stewardship, Indigenous Wisdom & Modern Science, and Thriving Communities.

"Participants will walk away with a broad and deep understanding of some of the major issues of our time," said Stephen Dinan, CEO of The Shift Network, co-producer of the event series, "but also inspiration, positive steps to take, and a plan of action to advocate for and create the change we so desperately need."

The Spring of Sustainability will also offer a 7-week and 14-week multi-media telecourse, *Co-Creating A Thriving World*, a personal and collaborative exploration of global issues, their interconnections, and the most promising solutions. The 14-week telecourse will lead to a certificate in sustainability for participants.

Local communities will also have opportunities to organize live events and community action days to encourage and engage participants in solutions in real time.

Registration for the Spring of Sustainability is available at [www.springofsustainability.com](http://www.springofsustainability.com).



## Media Advisory

### **Global Sustainability Mobilization Begins March 26<sup>th</sup>** produced by The Shift Network in collaboration with Sustainable World Coalition

- WHO:** 100 top-name environmental and social justice leaders and authors -- including Bill McKibben, Van Jones, Jane Goodall, Frances Moore Lappe, Denis Hayes, Julia Butterfly Hill, Vandana Shiva, Thom Hartmann and many more. See full list of speakers at [www.springofsustainability.com](http://www.springofsustainability.com). Produced by The Shift Network and the Sustainable World Coalition
- WHAT:** The largest sustainability education and engagement initiative ever, featuring top ecologists, activists, visionaries, scientists, indigenous leaders and sustainability experts in three months of mostly free content, available five days a week to inform, connect and engage around some of today's biggest challenges and greatest opportunities.
- WHEN:** March 26<sup>th</sup> – June 22<sup>nd</sup>
- WHERE:** Globally by phone, webcast and recorded session, with live events in communities across the world
- WHY:** To inform about and solve some of today's biggest issues by engaging people everywhere in creating change.

#### **ADDITIONAL INFORMATION:**

**Daily Core Themes:** Half-hour interactive interviews (as teleconferences) with some of the most respected visionaries in the sustainability movement. Featuring five tracks (one track per weekday), from 12 noon-12:30 Pacific.

*Mondays:* Green Business

*Tuesdays:* Green Lifestyles

*Wednesdays:* Activism for a Just & Sustainable World

*Thursdays:* Global Stewardship

*Fridays:* Sustainable World Pioneers

**One-Day Teleconference Summits:** All-day interactive summits, featuring presentations, panels and keynotes.

*April 28:* Thriving Communities

*May 26:* Indigenous Wisdom & Modern Science

*June 11:* International Youth Jam

**Live Anchor Events:** One-day events, in multiple locations in the US and around the world

*April 21:* Earth Day Eve Cultural Event

*May 12:* Awakening the Dreamer, Changing the Dream Symposia in cities across the planet, including live webcast

**Local, Self Organizing Events:** One-day synchronized events in multiple locations as well as month-long engagements, including:

April 14: Host or attend a local foods potluck and video home party

Month of May: Transition Challenge – greening the home, garden and lifestyle

Month of June: Start or join Start an Engagement Circle

**Multi-Media Tele-Course:** Highly interactive 7-week and 14-week versions of the Sustainable World Coalition's certificate course in global sustainability: "Co-Creating a Thriving World"

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**The Spring of Sustainability** is a three-month, five-day-a-week series of virtual and live events featuring leading luminaries in the areas of environment, climate change and social justice. The Spring of Sustainability will engage participants fully in what world-renowned ecologist (and Spring of Sustainability presenter) Joanna Macy calls, "The Great Turning...the essential adventure of our time: the shift from the industrial growth society to a life-sustaining civilization." [www.springofsustainability.com](http://www.springofsustainability.com)

**The Shift Network, Inc.** co-producer of the Spring of Sustainability, aims to empower a global movement of people who are creating an evolutionary shift of consciousness that in turn leads to a more enlightened society, one built on principles of sustainability, peace, health, and prosperity. Now is the time for an upgrade to our planetary operating system. If you are part of this Shift, please join us as we create events, programs, and activities that help us evolve! The Shift Network was founded and launched its first event in February of 2010. [www.theshiftnetwork.com](http://www.theshiftnetwork.com)

The nonprofit **Sustainable World Coalition**, co-producer of the Spring of Sustainability, produces programs, events and materials for education and engagement to promote action that restores and maintains the health of the planet and the well-being of humanity. Its flagship publication, the *Sustainable World Sourcebook*, is the 2011 International Book Award winner (Environment category). Bestselling author Marianne Williamson called the *Sourcebook* "a guidebook for going from unaware consumer to passionate world citizen." [www.swcoalition.org](http://www.swcoalition.org)