



**FOR IMMEDIATE RELEASE**

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Contact: Karen Pun, Event Coordinator  
Email: Karen@theicarusfoundation.com

**Earth Hour Makes a Statement, Join the Icarus Foundation to Find a Solution**  
Canada's Icarus Foundation address's the tourism industry's role in climate change

On Saturday, March 28 2009 the world celebrated Earth Hour with approximately one billion people in 1,000 cities the world shutting out the lights. Earth Hour represents a resounding global statement by individuals, institutions, governments and corporations for the need for a solution. One such organization is the Icarus Foundation. On the heels of Earth Hour and just weeks ahead of International Earth Day on April 22, 2009, the Icarus Foundation is hosting their first event this Thursday, April 2, 2009 at Toronto's School Café and Bakery (<http://www.sbcto.com>). The event - Back 2 School: A Re-Education on Climate Change will play host special guest Seamus O'Regan, co-host of CTV's Canada AM, as he shares his experiences from his recent travels to Antarctica with Students on Ice. The event will provide an opportunity for both industry professionals and travel enthusiasts alike to support The Icarus Foundation's goal of a climate neutral tourism industry. Tickets are on sale now through the Icarus website <http://www.theicarusfoundation.com/Fundraiser.html>.

The goal of 'Back 2 School' is to raise awareness of the effects of travel on climate change. The event will also demonstrate how organizations and the industry at large can organize a truly green event, as outlined in Icarus' Green Festivals and Event Guide. Available on-line, for free at [www.theicarusfoundation.com](http://www.theicarusfoundation.com), the guide provides good practice examples, ideas and easy to use checklists to assist planners and event organizers to go green. Information in the guide also includes elements such as planning, making your event carbon neutral, engaging stakeholders as well as communicating efforts.

The Icarus Foundation is a not-for-profit environmental, policy, research and education organization focused on sustaining a climate friendly tourism industry. The Icarus Foundation provides practical information, programs and research that enables hosts and guests to minimize the greenhouse gases generated by tourism activity. The Icarus Foundation's mission is to 'To be the catalyst that helps Canada become a climate friendly tourism destination'.

For more information about climate change and tourism, visit [www.theicarusfoundation.com](http://www.theicarusfoundation.com) . For more information about the event, contact Karen@theicarusfoundation.com