

FOR IMMEDIATE RELEASE
April 13, 2009

MEDIA ADVISORY

Dr. Jane Goodall to address Youth 4 Action Workshop, Toronto

(Toronto, ON) – World-famous primatologist, environmentalist and UN Messenger of Peace **Dr. Jane Goodall** will be in Toronto to give an inspirational keynote speech to a group of over 200 high school students from across Ontario interested and involved in environmental, animal and social issues.

The day-long Youth 4 Action Workshop will offer a variety of workshops and topics for discussion, led by well-respected community leaders, educators, politicians, environmentalists and social activists. The morning sessions will explore the issues. The afternoon sessions will provide practical tools to turn knowledge into action.

The **Youth 4 Action Workshop** is presented by **Roots & Shoots**, the Jane Goodall Institute's global network of youth taking action to make the world a better place. Support for the Roots & Shoots program and the Youth 4 Action Workshops has been generously provided by: Honda Canada Foundation and Starbucks Social Entrepreneurs Fund.

DATE: Saturday, April 18, 2009
TIME: 8:45 AM to 3:00 PM
PLACE: Earth Sciences Centre, 5 Bancroft Ave, University of Toronto

AGENDA: 8:45 AM arrival and reception
9:15 AM Welcome and Keynote Address by Dr. Jane Goodall*
10:00 AM Workshop #1 Exploring the issues
11:30 AM Lunch
12:30 PM Workshop #2 Creating the action plan
2:00 Closing Activity

***There will be time for media to speak with Dr. Goodall after her keynote address. Interviews with youth participants can be arranged.** Media are invited to observe the workshops that follow.

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About the Jane Goodall Institute and Roots & Shoots:

The Jane Goodall Institute is a global non-profit organization that supports wildlife research, education and conservation, with the primary goal of ensuring the survival of great ape populations through community-centred conservation activities in Africa. JGI's national office is based at the University of Toronto through a partnership with the Centre for Environment. *Roots & Shoots* is JGI's environmental and humanitarian education program and global network of youth from over 100 countries. There are more than 260 *Roots & Shoots* groups active in Canada, working on projects to benefit people, animals and the environment in their communities. For more information, please visit www.janegoodall.ca

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For more information, contact:

Kari Sackney, Media Relations, the Jane Goodall Institute of Canada
Phone: 416 978-3633, Cell: 416 727-6817

Sample workshops:

Aboriginal Issues and Water: Cynthia Wesley-Esquimaux, a well respected professor at the University of Toronto, will be leading the morning session, while Jamie Whitecrow from Taking IT Global will lead the group in the afternoon to develop action plans.

Urban Ecology: In the morning Adam Vaughn, City of Toronto Counsellor for Trinity-Spadina, will be taking a group of youth on a tour of Kensington Market & Alexander Park contrasting what works in a neighbourhood and what doesn't. This is part of the Jane's Walk (Jane Jacobs) that happens once a year. In the afternoon Gabby Resch will lead an interactive workshop to provide youth with the latest skills in Web 2.0.

Endangered Species: Led by Julie Bredin and Anouk Bickers from SOS Together, this workshop will focus on endangered species in the morning and game-making in the afternoon. These two entrepreneurs started their own company and have taken the Toronto scene by storm. They have combined business savvy with an educational environmental framework to imbue young people with the knowledge to help protect endangered animals. They will be sharing their skills and creativity with the group.

Mapping Global Disparity: A representative from Free the Children will explore the impact disparity has on the world and the people who live in it. Through "World Map," participants will expand their knowledge of the world's population distribution, resource abundance and control of wealth; continent by continent. Through these issues, participants will explore how we can all make socially responsible choices in our everyday lives.

Consuming responsibly: In the morning, Sean McSweeney, assistant manager of Mountain Equipment Co-op—one of the most ubiquitous brands in Canada and arguably a store on the vanguard of retail social responsibility—will lead the group through issues related to sweat shops, fair trade, eco-friendly manufacturing and techniques for making these issues known to others. In the afternoon, Brianna Sharpe, a representative from another powerful organization in the field of outdoor education and leadership – Outward Bound –will provide participants with the tools to become leaders in their communities.