

MEDIA RELEASE 2

## **Green Before Greed**

***Walk for Values 2009 defines a new color scheme for improving our world view***

***Pink and green are hot. Yellow is not***

***By Karuna Munshi***

*An elementary school in Toronto is calling upon all caring Canadians to take the leap of faith and replace the lens of their looking glass from yellow to pink, the colour of universal love. This simple move, they believe, will inspire more people to choose green over greed.*

*By switching to pink lenses, the world will appear rosy, they assure us. Yellow, on the other hand, provides a jaundiced view of everything. This switch to the right lens can change our world view, for a pink vision offers a hotlink to a greener future.*

*The school that recognizes the environment as an extension of ourselves and imparts a character education program based on the mantra of the 3 R's, namely Reduce, Reuse and Recycle, is seeking to lighten the carbon footprint of their generation through this initiative. If the power of pink energy prevails, our choices will be more eco-friendly and our planet greener, they believe. Unless we let our green sense prevail, our greed will destroy us and mother earth.*

*Asking every caring Canadian to proudly pump pink energy in all they do, think, speak and choose, they explain that pink is the hue of universal, unconditional and non-judgmental love and concern*

*for oneself, family, friends, community, country and most importantly, our most generous planet. The children of the Sathya Sai School would like everyone to let their pink/loving instinct guide all conscious choices and decisions as Canadians who nurture all our relations, including those with our environment.*

*Since its inception in 2003, Toronto's annual Walk for Values has been an astounding success due to its unique vision, absence of any monetary component and universal appeal. It is not a fundraiser but aims to raise awareness about higher values and social responsibility.*

*On Sunday, May 31, 2009, the students of Scarborough's Sathya Sai School of Canada call upon all civic-minded men, women and children from all walks of life to pound the pavement with them at the 7th annual Walk for Values at Toronto's Yonge-Dundas Square to express their love for the planet that has nourished all life since the beginning of time. The theme for this year's walk is Go Green.*

*Within a short span of 7 years, this one-of-a-kind community outreach project has acquired national and international popularity, inspiring 12 cities in Canada and another 2 dozen cities all over the globe, including in the USA, Australia, New Zealand, Hong Kong and Trinidad to replicate the event with unprecedented success.*

*This year, as the annual Walk for Values enters its 7th year, the event assumes greater significance than ever before due to the dramatic changes the world has undergone over the past few months. From icecaps to the global economy, personal fortunes to corporate giants, political systems to social order ... meltdowns are threatening our sense of stability. Winds of change are sweeping through our personal, professional, financial, social and national lives. Our world is undergoing a seismic shift on many fronts. Can our darkest hour be transformed into our finest? Can the opportunities to question what went wrong actually mark a new beginning? The Walk for Values 2009 is an ideal platform for every caring Canadian to take responsibility and walk for the*

*change they wish to see in their lives and the world around them.*

*If our times seem challenging, let's view them from a child's lens as an opportunity for renewal and resetting our priorities.*

*Today, you are being invited to be an agent of positive change in a rapidly shifting world, to contribute towards global renewal through personal transformation. If you care for personal development, a saner, safer society, responsible citizenship and a healthier planet, please come forward and Walk for Values on Sunday, May 31, 2009 at the Yonge-Dundas Square in downtown Toronto.*

*Who is best suited to be an effective agent of change? A pledge to practice a human value of your choice makes you an ideal agent of change. Step forward and become the change you want to see in the world. Please join the Sathya Sai School students to paint a greener future.*

***Be part of this event at 10:30 AM at the Yonge-Dundas Square on Sunday, May 31, 2009. Your pledge and practice of a simple human value could just be the butterfly whose fluttering of the wings caused the love avalanche.***



*For further information on Walk for Values 2009 in Toronto, please contact:*

***Karuna Munshi  
(416) 297-7970  
kmunshi@walkforvalues.com***

***Anil Sharma (416) 910 0870  
asharma@walkforvalues.com***

*Please visit us at*

***www.walkforvalues.com or  
www.sathyasaischool.ca***