

## **COMMITTEE OF THE WHOLE MAY 12, 2009**

### **PROCLAMATION REQUEST- EARTH RANGERS DAY - SEPTEMBER 14, 2009**

#### **Recommendation**

The City Clerks recommends:

- 1) That September 14, 2009 be proclaimed "Earth Rangers Day" in the City of Vaughan; and
- 2) That the proclamation be posted on the City's website and published on the City Page, space permitting.

#### **Economic Impact**

N/A

#### **Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Events – Proclamations". Publishing proclamations on the City Page depends on space availability.

#### **Purpose**

To respond to the correspondence received from the Associate Director, Government Relations, Earth Rangers, dated April 14, 2009.

#### **Background - Analysis and Options**

A request has been received from the Associate Director, Government Relations, Earth Rangers to proclaim September 14, 2009 "Earth Rangers Day" in the City of Vaughan. (Attachment #1)

The proclamation request meets the City's Proclamation Policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act"

Earth Rangers, located on the grounds of the Kortright Conservation Centre was established in 1999. Earth Rangers is an innovative charity serving children across Ontario, whose mandate is to inspire children with a passion to build a better future by providing them with the tools and resources required to foster changes in behaviour and encourage sustainable practices. Their programs are offered in schools across Ontario, hence proclaiming "Earth Day" in the City of Vaughan, in the month of September would be ideal to kick off the school year and their annual open house.

#### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

**Regional Implications**

N/A

**Conclusion**

Staff is recommending that September 14, 2009 be proclaimed as "Earth Rangers Day" in the City of Vaughan and that the proclamation be posted on the City's website and published on the City Page, space permitting.

**Attachments**

Attachment #1 – Correspondence from the Associate Director, Government Relations, Earth Rangers, dated April 14, 2009

**Report prepared by:**

Connie Bonsignore, Admin Assistant

Respectfully submitted,

Jeffrey A. Abrams  
City Clerk

## Bonsignore, Connie

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**From:** Puneet Luthra [pluthra@earthrangers.com]  
**Sent:** Monday, April 20, 2009 8:35 AM  
**To:** Bonsignore, Connie  
**Subject:** Re: Earth Rangers Day

Hi again Connie.

How about the second Monday in September for Earth Rangers Day? This year that is the 14th.

We are not sure what date our open house will be.  
Puneet Luthra

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**From:** Bonsignore, Connie  
**To:** Puneet Luthra  
**Sent:** Sat Apr 18 14:54:13 2009  
**Subject:** FW: Earth Rangers Day

In follow up to my voicemail of Friday April 17th, please advise which day in September you wish the City of Vaughan to proclaim Earth Rangers Day. This information is necessary for the report which we are preparing for Committee of the Whole.

Thank you,

**Connie Bonsignore**  
Admin Assistant  
Clerks Department  
Tel: (905) 832-8585 Ext. 8280  
Email: connie.bonsignore@vaughan.ca

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**From:** Puneet Luthra [mailto:pluthra@earthrangers.com]  
**Sent:** Tuesday, April 14, 2009 10:01 AM  
**To:** Abrams, Jeffrey  
**Subject:** Earth Rangers Day

April 13, 2009

Jeffrey A. Abrams  
City Clerk  
City of Vaughan  
2141 Major Mackenzie Drive  
Vaughan, Ontario  
L6A 1T1

Dear Mr. Abrams:

I am writing this letter to propose an Earth Rangers Day for the City of Vaughan.

Established in 1999, Earth Rangers is an innovative charity serving children across Ontario. The organization's mandate is to inspire children with a lasting passion to build a better future by providing them with the tools and

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resources required to foster changes in behavior and encourage sustainable practices.

The Earth Ranger's Centre is located on the grounds of the 320 hectare Kortright Conservation Centre in Woodbridge, Ontario. The 60,000 sq ft facility houses Earth Ranger's animal ambassadors, an educational theatre and is a Leadership in Energy and Environmental Design (LEED) Gold certified building, with future plans to achieve Platinum status and carbon neutrality through a fully interoperable Building Automation System. The Centre currently uses 79% less energy than a typical building its size.

Earth Rangers delivers two main programs:

1. Earth Rangers Outreach

and

2. Earth Rangers Online

### ***EARTH RANGERS OUTREACH:***

Earth Rangers combines children's passion for animals and the environment with their love of entertainment, and uses the stories of the crisis facing animals and their habitats to engage students. The Earth Rangers school outreach program leaves the audience deeply concerned about the state of their environment, excited about their ability to effect change, and with a passion to take immediate action.

In 2008, Earth Rangers reached over **164,000 children across Ontario.**

**And in the City of Vaughan in 2008, we reached over 9,000 children in 17 schools with our live shows.**

Our programs are offered in schools across Ontario and community events such as Ontario Place, the Harbourfront Centre and the Green Living Show, to name a few.

In May 2009, Earth Rangers will be opening its own gallery and studio at the ROM, allowing us to reach the Museum's 1.1M annual visitors. The Schad Gallery of Biodiversity is devoted to exploring our world's biodiversity and the numerous factors affecting its conservation and survival.

Earth Rangers is already reaching nearly a quarter of children in Canada every year, and this reach will grow to 750,000 children by 2010.

### ***EARTH RANGERS ONLINE:***

Through an interactive website – [www.earthrangers.com](http://www.earthrangers.com) - children have the opportunity to become an Earth Ranger and get involved in real-world conservation activities and contribute their own environmental ideas. Hundreds of schools have already taken up this challenge by initiating litterless lunches, recycling, vermicomposting and anti-idling campaigns. Some schools have been able to reduce their waste by 25 per cent.

At [earthrangers.com](http://earthrangers.com), kids will also learn about simple things they and their families can do on a daily basis to make a difference. Kids are encouraged and rewarded for creating, sharing and logging conservation activities such as taking short showers, turning the lights off and saying no to plastic bags, thereby creating a global community of children passionate about protecting their environment.

Earth Rangers is proud to call the City of Vaughan home, and we look forward to reaching more children with an inspiring message around the role they can play in protecting our environment.

An Earth Rangers Day in the month of September would be a great way to kick off the school year as well as tie in nicely with our annual open house in the same month.

Please do not hesitate to call or email me if you have any questions.

Sincerely,

4/20/2009

Puneet Luthra | Associate Director, Government Relations

[pluthra@earthrangers.com](mailto:pluthra@earthrangers.com) / [pluthra@schadfoundation.ca](mailto:pluthra@schadfoundation.ca) | 905.417.3447 x 2274 | 416-953-5791

9520 Pine Valley Drive | Woodbridge, ON L4L 1A6

Corporate: [www.earthrangers.org](http://www.earthrangers.org)

Kids: [www.earthrangers.com](http://www.earthrangers.com)



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