



Cycle of Life



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ART

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music

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MEDIA RELEASE

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For Immediate Release

CHILDREN SING IN CELEBRATION OF NEW SALISH SEA ATLAS

Singer/songwriter **Holly Arntzen** and the **Saltwater Singers** children's choir will be special guests at the official launch of the **Salish Sea Atlas**, an extraordinary new book portraying British Columbia's popular Gulf Islands, linking art, science, and local knowledge in an innovative, millennial atlas. The book launch takes place on **October 29, 2005 from 2:30 to 6:00 p.m. on Saltspring Island at Artspring's Bateman Gallery.**

Saltspring will be Holly's first stop in a season of events celebrating and supporting environmental education, and introducing the public to **The Cycle of Life** program initiative, the new eco-education alliance forged between the **Artist Response Team (ART)** and two of Canada's largest recycling organizations, **Encorp Pacific** and **Alberta Beverage Container Recycling Corporation (ABCRC).**

Cycle of Life is a powerful and entertaining resource to help children discover and learn about the world they live in, and ways they can help endangered species by doing something as simple as recycling beverage containers - an action within the power of a child.

Cycle of Life brings together great music, great art, and loads of creative ideas for activities and fieldtrips that parents and teachers alike can add to the classroom or enriched home environment. This pioneering multi-faceted initiative includes:

- A CD of original music about endangered species, featuring Holly Arntzen and the **Voices of Nature** singers (**some of the thousands of young people from across Canada who have participated in ART's artist-in-residence eco-ed programs**), with musical performances by some of Canada's finest musicians;
- A beautifully illustrated 275 page handbook written by a talented team of authors, with contributions from a veritable 'who's who' of environmental education. The handbook offers BC Ministry of Education-approved activities that are easy-to-follow and fun to do; *and*
- **www.cycleoflife.ca** — this website is designed to help children and families learn more about sustainability. Kids will love discovering how they can help endangered species, and parents and teachers will appreciate having an entertaining interactive resource they can count on. *A pre-release version of the website is available now; full launch set for February 15, 2006.*

The **Cycle of Life** builds on a prodigious body of creative learning resources that the Artist Response Team has developed over the last several years. On Friday, October 28th, ART's Holly Arntzen, along with biologist, educator and author Dr. Briony Penn will be delivering a teach-the-teacher workshop on the **Salish Sea CD and Handbook**, one of the Artist Response Team's earlier programs done in conjunction with Parks Canada, covering the issue of marine conservation.

For more information on the Artist Response Team and their innovative values-based business that brings together artists and industry to change the world, please contact Cindy Moyer at 474-7390.

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