



Cycle of Life



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music  
environment  
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## MEDIA RELEASE

March 23, 2006

For Immediate Release

# KIDS SING OUT FOR THE LOVE OF NATURE

On **Thursday, March 30th at 7pm**, Nanaimo's **Port Theatre** will be rocking with the sounds of singer/songwriter **HOLLY ARNTZEN**, guitarist **David Sinclair** (Sarah McLachlan, kd lang), and a 360 plus student strong choir from **Mountain View Elementary School**. They're singing out about the beauty of nature, and the power we all have to help preserve and protect the environment.

The concert is sponsored by the Mountain View Home and School Association, and is one in a series of events slated to captivate communities across B.C. and Alberta during 2006, in celebration and support of environmental education. It's all part of the innovative **Cycle of Life** program, the new eco-education partnership involving the **Artist Response Team (ART)** and two of Canada's largest recycling organizations, **Encorp Pacific** and **Alberta Beverage Container Recycling Corporation (ABCRC)**.

**Mountain View** is using the Cycle of Life arts-based learning program to teach students about endangered species, forests and the oceans. The concert will be the culmination of a week-long artist-in-residence program and will bring together the school community in an extraordinary celebration of nature. The concert will be recorded for an upcoming edition of the **Voices of Nature Radio Show** on Village 900 Global Roots Radio in Victoria.

Mountain View staff are embracing eco-education, and an award-winning artist-in-residence program, which features one of Canada's leading roots recording artists, **HOLLY ARNTZEN**. From kindergarten through grade 6, there's engaging science happening all around the school. The kindergarten children are growing seeds into plants; grade ones are studying penguins and ants. Grade twos are exploring bears (very cool!), while the 3's are learning about whales and ecosystems. Grade four students are beginning to understand about endangered species and the ingenious ways that plants and animals adapt to their environments, while the grade six class investigates extreme environments. There's even a grade 5 group with salmonids in the classroom that will make their way into a local stream this spring, to begin their own "cycle of life".

The students at Mountain View are also great recyclers. A dedicated team of Grade 7 leadership students collect cans, juice boxes, plastic water bottles and other beverage containers, as well as paper for recycling. Litter collection is a shared responsibility at Mountain View. Each class takes a weekly rotation, patrolling the grounds to pick up garbage and recyclable materials. It's a very direct way of demonstrating social responsibility, and one that's within the power of a child.

**HOLLY** and **MOUNTAIN VIEW SINGERS** will deliver an entertaining variety show featuring great humour and carefully crafted songs about some of the most challenging environmental issues of our time. The songs carry messages of hope and a call to action. Mountain View students and their teachers are dedicating themselves to learning more about the environment, and sharing the good news with their community. **It's the greatest show on Earth!**

For more information about Mountain View's involvement with the **Cycle of Life**, contact the school office at **Mountain View Elementary School 753-2831**. For more information about ART and their innovative projects bringing together artists and industry to change the world, please contact **Cindy Moyer at 250.474.7390**, or visit **www.CycleofLife.ca**. **HOLLY** and ART recently received the Better Business Bureau of Vancouver Island's Torch Award for Education.

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For information and to arrange media interviews with **Holly**, or media access to ART events, contact: **Starr Munro at 250.595.0323 or starrmunro@shaw.ca**.