



Cycle of Life



Artist Response Team Inc. (ART)

P.O. Box 91
Brentwood Bay, B.C.
V8M 1R3

Telephone:
250-544-4006

Email:
artistresponseteam@shaw.ca



Proudly supported by:
Encorp Pacific and Alberta Beverage
Container Recycling Corporation



Cool Bear™

ART

=

music
environment
education
action

MEDIA RELEASE

March 10, 2006

For Immediate Release

KIDS SING OUT FOR THE LOVE OF NATURE

On **Thursday, March 23th at 7pm**, the **Eagle Eye Theatre** will be rocking with the sounds of singer/songwriter **HOLLY ARNTZEN**, guitarist **David Sinclair** (Sarah McLachlan, kd lang), and a 200 kid choir from **Valleycliffe 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 one in a series of events slated to captivate communities across B.C. and Alberta during 2006, in celebration and support of environmental education. And 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)**. **Carney's Waste Systems** is also providing local program support.

Valleycliffe 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.

Valleycliffe teacher, Theresa Slik has this to say about how her school has embraced the program, which features one of Canada's leading roots recording artists, **HOLLY ARNTZEN**. "*Learning Holly's songs and using the Cycle of Life resource materials has helped us celebrate our learning through song!*" But that's just the tip of the eco-education iceberg for students at Valleycliffe. Children become absorbed in the study of life cycles when they have real creatures living in their classrooms. Snails, salmon, butterflies, chickens, and ducks are all part of the learning adventure at this school! "*Mrs. L'Hrondelle's class rabbit, named Bugs, must be the world's longest living rabbit. Imagine how many students have held Bugs over the last 11 years! Besides pets, there are vegetable gardens for the primary, and flower gardens for the older students. The compost we made for many years goes into these gardens. We strive to help the students understand the balance of nature, and seek sustainable solutions for managing our precious resources.*" added an enthusiastic Theresa Slik. The students at Valleycliffe are also great recyclers. A dedicated team of 21 students in grades 3 and 4, gather the tubs of compost, juice boxes, plastic, tin and glass. Another team collects the big yellow containers of paper for recycling. They even recycle paper towels! All the teachers at Valleycliffe treasure the gifts of clear water, fresh air and healthy food.

HOLLY and VALLEYCLIFFE 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. Valleycliffe 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 Valleycliffe's involvement with the **Cycle of Life**, contact the school office at **Valleycliffe Elementary School 892-9394**. 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**.

-30-

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.