**The Everyday Radical**

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**Waterloo’s First Ever “MP3” Flash Mob against Climate Change**

University of Waterloo’s BMH Green: 22, March 2012 @ 1:00p.m- The newly formed environmental social movement, **The Everyday Radicals,** are a group of Canadian students from different backgrounds and ranging disciplines all concerned with our government’s lack of international participation in the fight against climate change. Our purpose is to raise awareness of small and effective steps ordinary Canadian citizens can follow to reduce our individual and national swelling carbon footprints.

Our recent federal decision to leave the Kyoto Accord and the cuts in environmental spending has led to individual citizens losing faith in our government. The Everyday Radicals seek to recapture the Canadian government’s interest in tackling climate change by demonstrating that everyday citizens are unhappy with these latest decisions.

On Thursday, March 22 2012 at 1:00p.m, in an effort to prove that climate change is still on **our** agenda, we are staging a Flash Mob beginning at the BMH Greens on University of Waterloo Campus (see attached map\*).

“Flash mobs are a wonderful way to bring people together. We might start as strangers, but for 10 minutes we all agree to leave our comfort zones behind, and join together in ridiculousness. It's a cool way to meet people, and a fantastic opportunity to enjoy the value of pure silliness” said The Everyday Radical member Karissa Alcox. “Some might say a flash mob is a ridiculous way to draw attention to a cause. I agree! However I also think a lot can be accomplished through silliness…And our flash mob is going to be very silly”.

An MP3 will be used in the Flash Mob by each participant. Participants are asked to download the audio file at the Facebook link featured below\*\*, put it on their MP3 player and bring it with them to the Flash Mob. This MP3 will give participants instructions as to what they will be doing during the Flash Mob. Participants will press “play” on their MP3 devices at 1:05 p.m. If possible, participants are asked to wear green to the event. We hope that you will join us to demonstrate that small and personal changes can have a huge impact and that we don't have to support the decisions our government has made for us if we choose not to.

\*[http://uwaterloo.ca/map/index.php#](http://uwaterloo.ca/map/index.php)

\*\*<http://www.facebook.com/events/206927716074276/>

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