

For Immediate Release

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Creating a climate for change? Get on the bus!!

Sedona, AZ, Institute of EcoTourism – What’s the saying; ten-percent inspiration, 90-percent perspiration? So true, even the inspirational beauty of Sedona’s red rocks isn’t enough to empower people to take action environmentally. More often than not inspiration needs demonstration. But in the case of a traveling educational program en route to Sedona, inspiration comes with demonstrations on transportation.

National Outdoor Leadership School, the leader in wilderness education, and Stoneyfield Farm, maker of organic yogurt, recently partnered with one another to form *The Creating A Climate for Change Bus Tour*. Powered by recycled vegetable oil (RVO), solar power, and the world’s leading organic yogurt manufacturer, Stoneyfield Farm, this educational program on wheels provides an active, environmentally conscious way to learn about the outdoors and the alternative energy.

Tuesday, June 3, the eco-conscious bus tour stops at the Institute of EcoTourism to engage interested parties with educational lectures and interactive participation. Among the alternative energy information, bus bouldering, outdoor skills demonstrations and “freebies,” there are three planned talks to be lead by NOLS.

At 11 a.m., the bus bound educators will lead a talk on Leave No Trace. At 2 p.m., Alternative Energies is the theme. Lastly, beginning at 3:30 p.m., Wilderness Medicine will be the subject.

Executive Director of IET Diane Dearmore is ecstatic to have NOLS and the bus tour come to her nonprofit’s front door. “Welcoming young leaders to Sedona whose skills were developed with the wilderness as their teacher is like a deep inhale of chaparral laden air after a desert rain.” Dearmore offered, further stating: “Nature can teach us how to bear and yes even enjoy hard work, lead a group in the rain, be ready for the big rapid water around the corner, not to be afraid to get your hands dirty and how to get yourself and your team to the mountain top with teamwork. Please join us.”

National Outdoor Leadership School, based in Lander, Wyoming, is the only school that focuses on wilderness skills, leadership, and environmental ethics. Thanks to the partnership with Stoneyfield Farm, their commitment to a healthy planet is taking them all around the continental U.S. leading by example and epitomizing education in action.

Tuesday, June 3, watch for the RVO and solar powered bus rolling into IET. Make it your date to create a climate for change and get on the bus!

For more information on the event, call the Institute of EcoTourism at 282-2720, visit www.ioet.org or email IET Executive Director Diane Dearmore at ddearmore@ioet.org. For more information about NOLS, visit www.nols.edu or call (800) 710-NOLS.