

IDLE FREE

The story of The Children's Clean Air Network

Join Ron Zima, the founder of The Children's Clean Air Network for a 30-minute multi-media journey on lessons learned in green activism.

Highlights:

- “Chicken Little phase”: Neighbours & family – from annoyance to alliance
- How children inspired the most effective strategy
- The importance of “mass and grass” (mass-media coupled with grassroots)
- Why business is committing hundreds of thousands of dollars – emotion versus logic
- IDLE-FREE lessons; what it tells us



NOTE* Engagements are free of charge with the exception of travel and personal expense.

About Ron Zima

An extensive career in media (across Canada), sales and business development, Ron received an Advanced Diploma in Public Relations (ADpPR) in 2006 and is currently the director for Fund Development & Public Relations for The Salvation Army – Maritime Division.

He founded The Children's Clean Air Network in 2006 because of the growing threat from global warming; “I had to do something, I was driving my wife and neighbours crazy.”

Ron's passion is social responsibility and the future of his kids and children everywhere.

Trained as a media communicator and public speaker, Ron was awarded The Communication and Leadership Award in 2007 by District 45 Toastmasters (Maritimes – New England).



Ron Zima (left) with Toastmasters District 45 Governor Dan Bell



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Target audience - benefits

School boards – educators

Engaging community, IDLE-FREE sponsors & students resulting in cleaner air for kids while reducing greenhouse gas emissions.

Non-profit health & environment advocacy

Partnering and leveraging The Children's Clean Air Network's cause-marketing expertise resulting in cleaner air and reduced greenhouse gas emissions.

Business & government

Engaging management, employees and stakeholders toward significant cost-savings while enhancing the organizations' public reputation.

Public Relations & Communications

Hard lessons and discoveries: the message and the messenger; the power of mass and grass communications, the power of "green authenticity", the power of low to no-cost social media

Guest speaker request:

YES. We'd be pleased to have you as a guest speaker.

We understand there is no charge for the appearance within the greater Halifax area; transportation and personal expense outside of greater Halifax will be reimbursed by our organization. We will provide: an LCD projector and appropriate screen/backdrop for projection, audio and microphone.

Name of the organization _____

Contact name & title _____

Contact phone and e-mail _____

Suggested date(s) _____

Venue and number of people _____

Why this presentation will be of interest to our audience:

Please print clearly and fax to 1-888-464-2347