

TROUBADOUR MUSIC

Inspiring Child Honouring

January 31, 2007

To Whom It May Concern:

To call for action on global warming **I have written and recorded the song COOL IT**, a toe-tapping number guaranteed to get in your mindbody and stay there. The song can help garner voter support for an effective action plan on climate change. It calls for us to pull together for the common good, and for leadership from governments and CEOs.

I believe addressing a global issue affecting present and future generations, requires our strongest effort. I view the Kyoto Accord as a first step to *substantive* reductions of greenhouse gases in order to preserve Earthly life as we know it.

The CO2 emissions to date are wreaking havoc with the delicate balance in global temperatures and water currents. **We can't undo the damage done, but there's much we can and must do.**

This global crisis presents an opportunity to fundamentally alter consumption patterns by a) favouring local goods and services, and b) re-orienting public and private sectors and our individual and family lives towards conservation. We can, in the process, retool our economy into a restorative model of sustainability that creates jobs while detoxing our world. **This is the proactive choice we have: to embrace systemic change before we are forced to do so.**

A conserving ethic would make a huge difference in protecting the social and natural capital that are the currencies of life. **Let corporate ingenuity be re-directed and devoted to respecting the sanctity of planet Earth for all its shareholders.**

Please do your utmost to COOL IT, and to "turn this world around—for the children."

Raffi Cavoukian

C.M., O.B.C., D. Mus., D. Litt.
Founder of Child Honouring,
President, Troubadour Music.