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No Impact Man at Illinois Wesleyan

Aug. 12, 2010

BLOOMINGTON, Ill. – What is one person's impact on the environment? Illinois Wesleyan University students will find out when they celebrate the book *No Impact Man: The Adventures of a Guilty Liberal Who Attempts to Save the Planet, and the Discoveries He Makes About Himself and Our Way of Life in the Process* by Colin Beavan. The IWU community will hear Beavan speak and have the opportunity to take part in their own environmental experiment.

As part of the celebration, Beavan will address students, faculty, staff and community members at the President's Convocation Wednesday, Sept. 8, 2010 at 11:00 a.m. in Westbrook Auditorium of Presser Hall (1210 N. Park St., Bloomington). Beavan will discuss his self-reflective book, which originated from his hope to live an environmentally friendly life in the heart of New York City.

The book was selected as part of the IWU Summer Reading Program, which will require all first-year students to read the same book. As part of Turning Titan Orientation, which runs from Tuesday, Aug. 17 to Sunday, Aug. 22, the students will participate in shared intellectual conversations about *No Impact Man* with the Illinois Wesleyan community.

The weeklong orientation is aimed to help incoming students become acquainted to the campus, allowing them to meet with their first-year advisors, select classes and learn more about life at the University.

No Impact Week

Once students become familiar with the concepts in *No Impact Man*, they will be challenged to live environmentally friendly for one week. Beginning Sunday, Sept. 12, all students, faculty and staff are invited to participate in the [No Impact Experiment](#) hosted by the Wellness Program, the GREENetwork and the Office of Residential Life.

Each day of the week has a different focus, which will include consumption, trash, transportation, food, energy, water, social service and the "eco-sabbath." The goal is to help participants weed out environmentally destructive habits and learn to live without creating excess waste. On the final day, participants will get a chance to reflect on their eco-friendly week.

"This is a challenge by choice," said Director of Residential Life Matthew Damschroder. "We're not pushing people to do more than they can accommodate given their life and situations, however we are asking people to attempt changes within their comfort zone."

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