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Rocker and Environmentalist Dubowsky to Deliver Message to Campus

Jessica Block
Illinois Wesleyan University

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Contact: Jessica Block '09, (309) 556-3181

Rocker and Environmentalist Dubowsky to Deliver Message to Campus

BLOOMINGTON, Ill. – Musician turned environmental sustainability activist and educator Jonny Dubowsky will visit the Illinois Wesleyan University campus on Thursday, May 14 to present a program titled “Rock ‘n Renew: A Plan of Action for The Planet, That Rocks.”

Dubowsky’s lecture, which is free and open to the public, will take place at 7:30 p.m. in the Young Main Lounge of Memorial Center (104 University St., Bloomington).

The lead singer of Jonny Lives!, a rock band from New York’s East Village, Dubowsky is the founder and director of two environmental organizations. The Rock ‘n Renew Foundation is an interdisciplinary program that teaches students, parents, businesses and communities how to integrate sustainability directly into their lives.

True Offsets, Dubowsky’s latest venture, allows people to help offset the affects of carbon dioxide by purchasing a tree for roughly \$40. Buyers are able to track the tree over its lifetime via a Web site and learn how much carbon dioxide it is absorbing. When the tree is harvested (and it must be—a dead tree emits all the carbon it has absorbed back into the atmosphere), the buyer learns what it will become, and shares in the profit. Currently developing a zero-waste mill to process the wood, Dubowsky calls True Offsets a new model for green business, ecological restoration and serious investing.

“It’s an investment toward a carbon neutral planet through transparent reforestation and renewable energy projects,” said Dubowsky. “If we can’t do it here, we can’t do it anywhere.”

For additional information about the event, contact the May Term Office at (309) 556-3751. For more information about Dubowsky and his mission, visit www.thelavinagency.com.

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