

# Stand up for Earth through Internet

This planet has some big problems. The atmosphere is getting warmer, and extreme weather events are increasing. More species and ecosystems are threatened now than during any other time since the dinosaurs.

The frontiers of biotechnology and genetic engineering are pushing forward at a fantastic pace, but there is no real way to know what unintended consequences there may be.

Our land is being gobbled up at a ferocious rate, and as we spread out, we buy more cars, pave over more open lands and put more pollutants into the air and water.

And still, these environmental threats are not at the top of the news. They aren't on the lips of candidates, and they aren't on the forefront of voters' minds.

Why? It's partly because many folks believe it is a problem for the government to solve. Mostly, however, it is because the problems and the decision makers in industry and commerce who could address them seem so very remote and out of reach to influence.

There are many simple, cheap, practical and efficient environ-

## COMMENTARY

**Erin Pursell**

mental solutions out there, but time is running out. We must take immediate, corrective actions to safeguard the global environment, and we can't count on the government to solve the problem.

Students can solve this problem by joining together in ecopledge.com, a campaign to identify leading companies in all major sectors of the economy and asking them to take specific, feasible and economically sound actions to protect the environment in the long run. As individual companies agree to be "eco-leaders," responding to the direct voice of consumers, investors and job-seekers, other companies, no longer at the short-term disadvantage, will follow.

This Earth Week, students at the University have the chance to promote long-term solutions to protect the environment. The University is one of 150 campuses across the country that is joining the ecopledge.com campaign, asking

companies to take simple steps that do something in the long run.

According to ecopledge.com, there are two companies that have refused to take a step to protect the environment, Coca-Cola and BP Amoco.

During Earth Week, 75,000 students will take the pledge to make sure that Coke starts using recycled materials in their plastic bottles and that BP Amoco stops its plans to drill in the Arctic National Wildlife Refuge, according to ecopledge.com.

The threat of students refusing their employment to these companies scares employers. In six short months, this campaign has proven to work. Ecopledge.com already pushed Ford and General Motors to pull out of the Global Climate Coalition.

Ecopledge.com will make these companies do the right thing, too, but we'll need your help. Take the pledge right now, online at [www.ecopledge.com](http://www.ecopledge.com), send this Web site to friends. We're taking the environment by storm, one company at a time.

Erin Pursell is the OSPIRG chapter chair. Her views do not necessarily represent those of the paper.



City Council Ward 3

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SKULY'S FEARS

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THANATOPHOBIA (FEAR OF DEATH)

#35

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A KING IS BORN.

YOUNG SKULY ELVIS.

BLUE SUEDE SHOES.

HAWAIIAN SKULY ELVIS.

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VEGAS SKULY ELVIS.

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ELVIS IS DEAD.

#26

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