

OLYMPIAN MARTIN BRODEUR SAVES! (THE PLANET)



Posted by mincho2008
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Please, go easy on Martin Brodeur.

The star goalie has taken a lot of criticism for his performance on the ice in Vancouver, but he shines in a new TV commercial about energy efficient lighting.

Brodeur recently joined with Ottawa-based charity One Change to promote the message that simple actions matter when it comes to protecting the environment and saving money. One Change makes energy conservation relevant, personal, and accessible with action-oriented campaigns such as the award-winning Project Porchlight. Brodeur's appearance in a One Change ad is part of a New Jersey Porchlight campaign that will reach one million homes with volunteers going door to door with free CFL bulbs.

"Martin Brodeur is a star and a role model, and his endorsement of One Change reinforces our firm view that everyone has a part to play in protecting the environment. When people realize that simple actions like checking tire pressure regularly or changing light bulbs can save them money and protect the environment, they go on to do more. What we do is get people started," said Stuart Hickox, Founder of One Change.

The TV commercial was shot at the Richard A. Codney Arena located in West Orange, New Jersey where Brodeur lives. And one dozen lucky New Jersey boys and girls from local hockey teams took to the ice along with Brodeur to assist One Change in making the commercial.

"It was very rewarding to see the smiles and excitement of the young hockey players and fans of Marty Brodeur," says Corrie Rabbe, One Change's Communications Coordinator. "The kids will remember this day for the rest of their lives," she added.

One Change is currently running a contest to win a signed Martin Brodeur New Jersey Devils hockey jersey. To enter and see the commercial, please visit our website at: www.onechange.org

Interview opportunities:

Broadcast-quality video PSA and photos of Martin Brodeur at the commercial taping are available upon request. Interviews with One Change Executive Director Stuart Hickox can also be arranged.

About One Change

Our Mission: *One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment.*

With headquarters in Ottawa, the award-winning non-profit organization has campaign offices in locations throughout Canada and the United States.

One Change delivers innovative community-based social marketing campaigns aimed at encouraging people to adopt environmentally-friendly behaviours, including its flagship energy efficiency campaign, Project Porchlight, which has engaged and trained 12,000 volunteers in over 900 communities to deliver more than 3 million free compact fluorescent light (CFL) bulbs to residents across North America. But One Change is about more than light bulbs. Over the summer One Change launched an innovative pilot campaign to help drivers improve their fuel efficiency, save money, and reduce greenhouse gas emissions and air pollution.

One Change does this through door-to-door deliveries, community events, retail partnerships, educational web sites (www.onechange.org and www.projectporchlight.com), a number of web 2.0 portals, media outreach activities, hands-on engagement pieces, celebrity endorsements and other creative tactics that reach the public and mobilize people for positive change.

Martin Brodeur joins other notable Canadians and Americans including astronaut and "passionate Earthling" Dr. Roberta Bondar and actor and environmentalist Ed Begley Jr. in promoting One Change.

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