

OPINION

Lighting the way

We want you to turn off your lights.

Not right now — although if there is a light glowing in an empty room you might want to switch it off — but on Saturday, Mar. 29 the *Canadian Champion* is encouraging this town to join the rest of the world in the Earth Hour Challenge.

This ultimate green challenge started last year when residents in Sydney, Australia turned off their lights for one hour in a bid to reduce their ecological footprint. Since then, the Lights Out campaign has spread quickly around the world.

Last week Oakville Mayor Rob Burton announced his town would join the Earth Hour Challenge, and we're climbing aboard this environmental train.

Burton's goal is to turn off

every light in Oakville from 8 to 9 p.m. March 29.

Come on Milton council, join your Oakville counterparts and encourage every other municipality in Ontario to follow suit.

Turning off the lights for one hour in Milton and, hopefully, a good portion of the GTA, is more than just a stunt. It's a symbolic action that will demonstrate that we're all in this together.

Maybe by switching off a few lights we can actually shed some light on an issue many of our political leaders refuse to acknowledge.

We urge the business community to join us in promoting this campaign. Please let us know if you plan to sign up for the Earth Hour Challenge.

Together we can make a difference.



ReadersWrite

E-mail your letters to miltone@haltonsearch.com.

"Global warming" term does not do justice to the problem

DEAR EDITOR:

In this past year, according to Statistics Canada, more than 500,000 Canadians made the trek down to the warm south to enjoy some fun in the sun.

So when Florida was named the top U.S. destination as visited by Canadians, it was not a surprise to the majority of the country.

But why does everyone flee to Florida?

Florida offers Canadians a break from the elements. It's a chance to put away their parkas and exchange them for a pair of board shorts, put away their gloves and heated beverages and grasp an ice cold beer with their bare hands.

It offers a break from worrying if the car will be able to get through the snow and replace it with a concern of how hot the sand will be on the way down to the beach.

A conclusion can be drawn that the majority of travelling Canadians treasure a break from the frigid temperatures and enjoy relaxing in the sun's warming rays. In short Canadians associate "warming" with the south and its relaxing beaches.

With the term "global

warming" being tossed around by every politician and scientist warning us of the certain catastrophes that will follow, why is it that Canadians refuse to turn down the heat and air conditioning?

The problem isn't that Canadians are ignorant to the peril the world is entering; the problem is actually in the name itself — global warming.

Many Canadians associate the word warming with the south, and associate the south with a pleasant relaxing vacation.

In addition, having a scientist say if we don't drastically reduce our carbon emissions we can expect to see the climate's temperature increase by up to three degrees sounds like a blessing from minus-45.

Heck, if it means they won't freeze their butts off shoveling the driveway in the morning, many Canadians willingly fire up their SUVs and let them idle in their driveways just to provide them with a warm environment.

It's not that Canadians don't care about the environment; it's solely that to many, the thought of "warming" is a welcomed one and they don't link the cat-

astrophic effects with such a pleasant thought.

My proposition is this: change the name of global warming to a less inviting and more intimidating name. A possibility — "global calamity," or "global destruction."

If we look at what other names have been given out in the world — (HIV/AIDS) global epidemic, (terrorism) global terrorism, and (SARS) Severe Acute Respiratory Syndrome — all these names are uninviting and implement a certain level of fear, unlike that of "global warming."

It's my concern that should we continue to use the term global warming, many of those in the world who live in frigid climates will continue to not be able to fully process the consequences of this planetary emergency, as the warnings will continue to be blocked by the pleasant and welcoming thoughts associated with warming.

**ANDREW SCARFFE,
GRADE 11 STUDENT
MILTON DISTRICT
HIGH SCHOOL**

Blood donations are appreciated

DEAR EDITOR:

On behalf of Canadian Blood Services, I would like to thank everyone who attended the Milton blood donor clinics January 12 and 17, where we collected 175 units.

Since every unit of blood can be used to help save or improve the lives of up to three people, your donations could help as many as 525 people in need.

The winter months are often the most challenging for the blood program, with many regular donors sick with illness or away on vacation, trying to escape the cold weather.

Snow and ice-covered roads can also be dangerous, causing donors to cancel their appointments.

While blood donations traditionally decrease at this time of year, the demand for blood usually increases, due in part to an increase in trauma cases such as car accidents and winter sports-related injuries.

The next clinic will be held at the Milton Sports Centre, 605 Santa Maria Blvd., Thursday, Feb. 21 from 1:30 to 8 p.m.

Thank you for your continued support of the blood program. We look forward to seeing you at our next community clinic.

**MARISSA D'ONOFRIO,
RECRUITMENT CO-ORDINATOR
CANADIAN BLOOD SERVICES**

The Canadian Champion

Milton's Community Newspaper Since 1860

555 Industrial Dr.,
Milton, Ont. L9T 5E1

905-878-2341

Editorial Fax: 905-878-4943
Advertising Fax: 905-876-2364
Classified: 905-875-3300
Circulation: 905-878-5947

www.miltoncanadianchampion.com

Publisher

Neil Oliver

General Manager

David Harvey

Editor in Chief

Jill Davis

Managing Editor

Karen Miceli

Advertising Director

Wendy McNab

Production Manager

Tim Coles

Circulation Manager

Charlene Hall

Office Manager

Sandy Pare

The Canadian Champion, published every Tuesday and Friday, is a division of Metroland Media Group Ltd. — Group Publisher Ian Oliver


Advertising is accepted on the condition that, in the event of a typographical error, that portion of the advertising space occupied by the erroneous item, together with a reasonable allowance for signature, will not be charged for, but the balance of the advertisement will be paid for at the applicable rate. The publisher reserves the right to categorize advertisements or decline.

CCAB Audited

Recognized for excellence by

 Ontario Community Newspapers Association

 Canadian Community Newspapers Association

 Suburban Newspapers of America

The Canadian Champion is a proud media sponsor for:

 Halton Healthcare  Child Find ONTARIO

 WELCOME WAGON  Jingle Bell Fund  MILTON CANADA DAY

 UNITED WAY OF MILTON  TV AUCTION  MILTON SANTA CLAUS PARADE

 YMCA  MCRRC

 ATHENA Awards  The Oakville, Milton  MILTON POLICE

 Showcase Milton  GALA Awards  FAO

The Milton Canadian Champion is a Recyclable Product