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David Suzuki and Jeff Rubin bring their Eco Tour to Laurier Oct. 17

WATERLOO – Environmental activist David Suzuki and economist Jeff Rubin are coming to Wilfrid Laurier University Oct. 17 to talk about the importance of learning to live within nature's boundaries and what sustainability means for our economy.

"End of Growth: How to Achieve a Truly Sustainable Future" will be hosted by CTV *Provincewide's* Daiene Vernile. The limited-engagement tour came about after Suzuki and Rubin, former CIBC chief economist, met in early 2012 and realized they shared a belief that a sustainable future can only be found at the intersection of ecology and economics.

"The challenge with climate change is not how can we afford to reduce emissions, but how can we construct an economy that lives within the confines of nature's boundaries," Suzuki said in a statement. "The only thing we can change is what we create ourselves and the only thing we can manage is our own species."

"As the boundaries of a finite world close in on us, our challenge is to learn that making do with less is better than always wanting more," Rubin said in a statement. "Sustainability isn't just an abstract notion. It is the governing idea behind the kind of economy we need to foster."

Suzuki is an award-winning geneticist, author and broadcaster. He is the long-time host of CBC TV's *The Nature of Things* and author of over 40 books. His latest book, *Everything Under the Sun: Toward a Brighter Future on a Small Blue Planet*, offers fresh hope about solutions to our environmental challenges. A widely recognized world leader in sustainable ecology, Suzuki has received numerous awards, including a UNESCO prize for science and a United Nations Environment Program medal. He is also a Companion of the Order of Canada. For his support of Canada's First Nations people, Suzuki has been honoured with six names and formal adoption by two tribes.

Rubin is one of the world's most sought-after energy experts and a bestselling author. His latest book, *The End Of Growth*, talks about how increasing oil and transportation costs would lead to an end to growth. It is a follow-up to his previous book *Why Your World Is About To Get A Whole Lot Smaller*, also a number one national bestseller and the Canadian Business Book of the Year. Rubin was the chief economist and chief strategist at CIBC World Markets, where he worked for over twenty years. He was one of the first economists to accurately predict soaring oil prices back in 2000.

The event will be held Oct. 17, 2012 at 7 p.m. in the Turret at Laurier's Waterloo campus. Tickets are \$15 and can be purchased at the Laurier Bookstore or online at www.wlubookstore.com.

- 30 -