

## **Paddle for the Planet 2014**

**My name is Bob Purdy, I am the “Standup PaddleSurfing, Elder in Training” from Paddle for the Planet”. I have paddled my Standup PaddleSurfer every day since January 1, 2011 to “Change the Way we live on the Planet”! I am also founder of “World Paddle for the Planet Day”.**

**I have lived in Kelowna, B.C. Canada since 1964, and during that time air quality has declined, water quality in Okanagan Lake has deteriorated, and development has drastically effected the Natural Landscape. This is an all too familiar story around the Planet, and is one of the main reasons I created “Paddle for the Planet”. Our Worldview is upside down, and our appetite for goods and convenience is taking its toll on the Planet and everything on it. We can, and must do better!**

**Back in 2007 I saw a picture of Laird Hamilton and friends in a magazine Standup PaddleSurfing! That moment affected every cell in my body, and I knew I had to try it! I went to Surf Expo in Florida in the fall of 2007 to check out the state of the sport and the industry at that time. I had a chance to try SUP for the first time, and in spite of breaking my nose in the surf at Cocoa Beach, I knew I wanted to share this new found sport with as many people as I could for the rest of my life! I came back from that trip with everything I needed to start a shop, which I did in 2008.**

**Fast forward to 2010 when I sold the shop, and as a result created “Paddle for the Planet”. I had a sense that the reason for the damage that we were doing to the Planet was due to our disconnection from Nature, and as a result a disconnection from our hearts. SUP reconnected me Nature, and I figured it had the potential to do the same for others, so I dipped the paddle in the water on January 1, 2011 to ‘Change the Way we live on the Planet”!**

**Fast forward again to 2012, the first year of “World Paddle for the Planet Day”! I invited paddlers around the World to “Pick a change they wanted to see in the World, Paddle for that change on June 16<sup>th</sup> that year, then commit to it until the change became reality. For my part, I paddled the length of Okanagan Lake here at home, a distance of about 80 miles. That event received international coverage, and fueled some positive change! The decision was made to have a second “World Paddle for the Planet Day”, this time hosted by Leslie Kolovich, Joan Vienot, and the Florida Crew at Lake Powell in Panama City Beach, Florida. Paddlers were once again invited to “Pick a change, Paddle for that change, and commit to it until it became reality. I paddled a full 24 hours on Lake Powell to support all the paddles going on around the World in Abu Dhabi, Australia, Europe, South America, South Korea, Puerto Rico, Mexico, Hawaii, and all over North America!**

**“World Paddle for the Planet Day” 2014 will be held in Tofino, B.C. Canada on September 13<sup>th</sup>! 2014 is also the year that Carey Missler from DCD Productions will be filming the story of “Paddle for the Planet” in a feature length documentary called “The Paddler”. I invite you to follow all that we are up to, and join us to “Change the Way we live on the Planet” at the links below!**

[www.worldpaddlefortheplanet.com](http://www.worldpaddlefortheplanet.com)

[www.paddlefortheplanet.ca](http://www.paddlefortheplanet.ca)

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