

A Tribute to Maurice Strong



For immediate release: New York, May 22, 2022:

A World Environment Day online Celebration unites major personalities, artists, scientists, indigenous leaders, youth activists to educate and raise awareness on urgent necessity to restore Planet Earth.

On Sunday, June 5th international musicians, diplomats, scientists, experts, indigenous and Youth activists will join forces to raise awareness, inspire and educate the general public on Planet Earth's Restoration and how to have a more harmonious approach to nature.

Only1 Earth Live will celebrate World Environment Day in a dynamic way and honor the life of Maurice Strong, a Canadian legend that first put the environment on the global agenda. Participating artists including Andy Summers, Lisa Simone, Andres Levin(Yerba Buena), Aterciopelados, Cafe Tacvba, Daniela Procopio, Dj Soul Slinger, Gilberto Gil (Juizo Final), IZA, Jorge Mautner, Evandro Mesquita & Fabulous Tab, Mathilda Homer Rodrigo Santos, OverDriver Duo, Vanessa Fallabela, Os Britos, Roberto Menescal, Rocky Dawuni, Walking Wolf Singers & Zeca Baleiro. The event will also feature messages from experts such as renowned climatologist António Nobre and high-profile figures such as Al Gore, Vandana Shiva, Paul Martin, Trudeau, Gisele Bündchen, Grandmother Katherine Whitecloud, Benki Pyanco etc.. The event will be co-hosted by Evandro Tiburski and Fabi Terada from Overdriver Duo and Brazilian Journalist Analuisa Anjos. Manitou Foundation, based in Colorado, is leading this initiative and the Interactivity Campaign Message in a Bottle: It consists of an open call to Young people around the Planet, urging them to send a video message sharing how they want to see the world around them. The 5 best messages will be shown at ONLY 1 EARTH LIVE, and we will post all of them and send them to World leaders and UN Delegates in NYC, to help pressure decision makers.

Background: This year marks 50 years since Maurice Strong warned the world about climate change. Maurice Strong was drawn to public service and to the United Nations. He was appointed the first leader of CIDA, the Canadian International Development Agency; UN Secretary General of 1972 Stockholm Conference on the Environment, first head of UNEP, the UN Environment Program; in charge of UN Famine Relief Program in Africa in the mid-1980s; and in 1992, UN Secretary General of Rio Earth Summit with produced agreement on conventions on Climate Change and Biodiversity and launched a process which produced a Convention on Desertification. His Legacy lives on today!

Hanne & Maurice Strong established Manitou Foundation in 1988 to advocate environmental conservation, restoration and raising the human consciousness. Manitou Foundation has partnered with the United Nations Association in Canada (UNAC) who has a 76 year history of engaging Canadians in the work of the United Nations. UNAC is launching a new programme to protect Canada's freshwater resources under the auspices of the UN Decade on Ecosystem Restoration. Focused on the critical role of youth, especially Indigenous youth, in conserving rivers and lakes and Secure access to safe drinking water for all, the programme provides training, mentorships, and guided community conservation and restoration projects to empower youth to forge a pathway to a sustainable and equitable future for all. This initiative is being supported by George Weston Limited and Hydro One in Canada.

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The main goals for this initiative:

- Educate, bring a sense of urgency, and build awareness of the destruction that humanity is inflicting on the Earth and generate action to restore Earth's Ecosystems
- Pressure decision makers to take urgent measures to restore the planet & to protect indigenous peoples' rights
- to support the role of ancient Indigenous Knowledge in providing leadership in restoring our balance with the environment

"If the world succeeds in making a transition to truly sustainable development, all of us will owe no small debt of gratitude to Maurice Strong, whose dynamic presence on the international stage has played a key role in convincing governments and grassroots organizations alike to embrace the principle - if not yet the practice - of adopting a new long-term custodial approach to the global environment."

Former UN Secretary-General

Kofi Annan

Live Director: Pedro Paulo Carneiro

Executive Production: Analuisa Anjos

Presenters: Evandro Tiburski & Fabi Terada

Musical Production: Nani Dias

Global Marketing: Roxana Drexel

Digital Consultant: Thaianá Hamilton

Curation: Hanne Strong, Pedro Paulo Carneiro & Analuisa Anjos

When: Sunday June 5th - 2PM MST/4PM UTC/5PM EST/10PM CET

Where: Music Crowns Facebook & Nowhere Metaverse

Press contact:

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