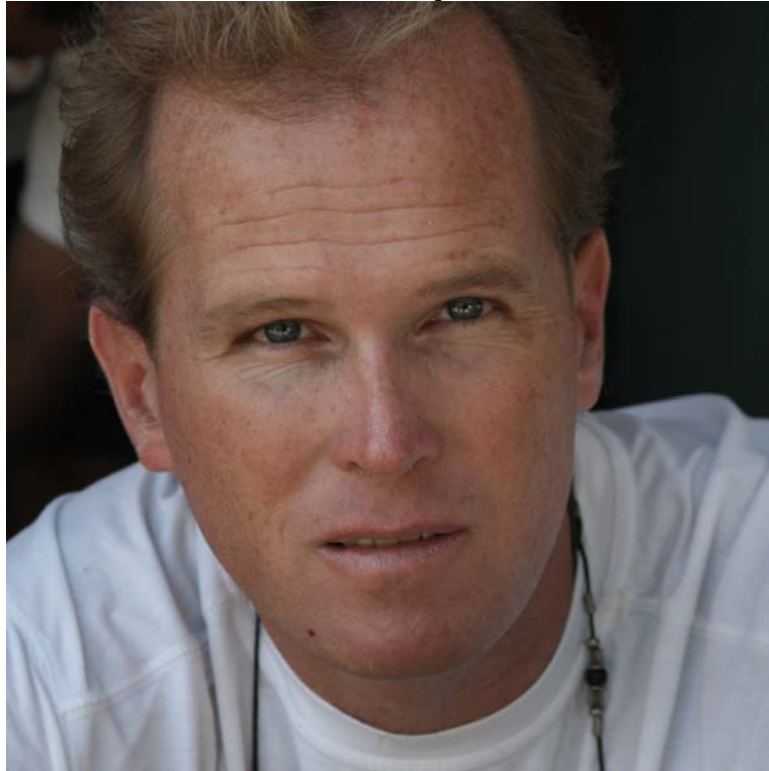


The Climate Project Canada



Presenter Jim Coffey

Twenty five years ago Jim took "a year off from school" to find "fame and fortune" as an adventure travel guide. Although fortune in the travel industry remains elusive he has been able to amass a considerable amount of notoriety for his company **Esprit**. Jim started **Esprit**, a Pontiac County based eco-adventure travel company in 1992 with a mere \$500 and a burning desire to "run the world's greatest whitewater trips". That dream was realized just 15 years later... in October of 2007 his company, Esprit, was recognized by National Geographic Adventurer's "Best Outfitters on Earth Survey" as the World's #1 Whitewater Operation and second overall of all Eco-Adventure Tour Companies worldwide. Most importantly his operation was awarded top honours of all companies surveyed for its "Sustainability" policies and practices. He states "I believe we (Esprit) have now pushed the bar to a new level for all travel outfitters to follow and perhaps surpass. I believe that a new era in the Tourism Industry is upon us, where responsibility and action both socially and environmentally will guide us to a greater good".

In April of 2008 Jim was one of 250 Canadians trained by Al Gore and David Suzuki to deliver presentations on Global Warming and Climate Change. Modeled after Mr. Gore's "An Inconvenient Truth", Jim's presentation takes us on a whirlwind tour around the globe encompassing the science, problems and solutions that we, our communities, our civilization is facing here, now and in the future.