



Press release – For immediate release

Jean Lemire presents **ANTARCTIC MISSION** on climate change

A presentation rich in images organized by the Project Ecosphere Environmental Fair

FRELIGHTSBURG, September 5, 2007 – *Project Ecosphere* is proud to open its second annual Environmental Fair with **ANTARCTIC MISSION / MISSION ANTARCTIQUE**, a lecture by charismatic explorer Jean Lemire. To tell this extraordinary adventure story and show the effects of climate change Lemire, **leader of the *Sedna IV* expedition**, uses hundreds of captivating high-resolution images from across the frozen continent. An explorer and gifted communicator, Lemire will be making a stop in Brome-Missisquoi in the Eastern Townships on **Friday, September 28, at 7:30 p.m.** (doors open at 6:30), at the **MASSEY VANIER** auditorium in **Cowansville**. Biologist, photographer and renowned filmmaker, Jean Lemire is the honorary president of the 2007 edition of the Environmental and Green Building Fair taking place on the weekend of **September 29 and 30** at the picturesque **Brome Fairgrounds**.

A respected navigator-ecologist-scientist-filmmaker, Jean Lemire covers every angle. Recipient of numerous prizes, in 2006 he was voted the Personality of the Year by *La Presse/Radio Canada* in the human sciences, pure sciences and technology category. He has had an extraordinary media and educational impact, contributing to raising public awareness to global environmental challenges. Sometimes in the spotlight, sometimes behind the camera, this passionate advocate of science, preoccupied by the future of our planet, has an undeniable talent for showing the “beauty and fragility of our world.”

Aboard his 51-metre “goddess of the sea” the *Sedna IV*, Jean Lemire set out on his biggest adventure ever in the fall of 2005. Joined by a team of sailors, filmmakers and scientists, he headed for the Antarctic, the last unspoiled continent on the planet, with its millions of birds, whales and seals. *Antarctic Mission* became one of the greatest expeditions in modern history. A 430-day voyage of navigation, isolation and extreme adventures in the harsh climate, *Antarctic Mission* was much more than a mere exploration of the ends of the earth to witness and record the effects of climate change on the icy continent. Within the human drama is found a deep reflection on the great challenges facing our society. From the sad realization of the rapid melting of the South Pole to the pure beauty of the baby seals of Weddell, Jean Lemire invites you to share in an adventure filled with images and emotion.

Tickets are available at book stores in Cowansville and Knowlton, at the Cafetier de Sutton, at the Rumeur affamée in Dunham, or by credit card by calling the Ecosphere office at 450-298-1214, through Admission at 1-800-361-4595 or 514-790-1245 or online at www.admission.com. The cost is \$27 for adults, \$23 for five to 12-year-olds, students and seniors. (The presentation is in French).

Afterwards the Environmental Fair continues throughout the weekend of **September 29 and 30** at the picturesque Brome Fairgrounds, not far from Cowansville, Sutton, Brome Lake (Knowlton) and Granby. Known for her involvement in protecting the environment, Quebec actress **Pascale Bussières** is pleased to be the event’s spokeswoman once again. “Last year, despite a very full schedule, I took part in the Fair for the

two days. I am planning to do the same again this year. This event is really interesting and inspirational! I also have the great pleasure of presenting Jean Lemire at his lecture on September 28,” said Pascale Bussières.

“With 150 exhibitors, 50 lecturers, workshops, movies and documentaries, this country celebration of the environment is a stimulating source of inspiration. At a time when our planet is fighting for its life, *Project Ecosphere* offers concrete solutions to make greener choices in our daily lives,” stated Pascale Bussières.

Project Ecosphere is the Environmental Fair created by *Groupe Écosphère*, a non-profit organization dedicated to the preservation of the environment and sustainable development. By bringing together the main actors in the domain, this multidisciplinary event aims to inform and raise the awareness of the general public of the efforts to improve our wellbeing and environment. Project Ecosphere’s main partners are Desjardins, Nature Conservancy, the MRC and CLD of Brome-Missisquoi, La Presse, La Maison du 21^e siècle, the towns of Bromont, Brome Lake and Sutton, UNESCO, Sani-Éco, Mont Sutton, RCI Environnement and the Régie intermunicipale de récupération des déchets solides de Brome-Missisquoi.

See our Internet site for a full list of exhibitors, lecturers, workshops and films, which is growing every week, at www.projetecosphere.org. Information and registration: 450-298-1214.

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See the media page: www.projetecosphere.org/medias

(Aussi disponible en français)