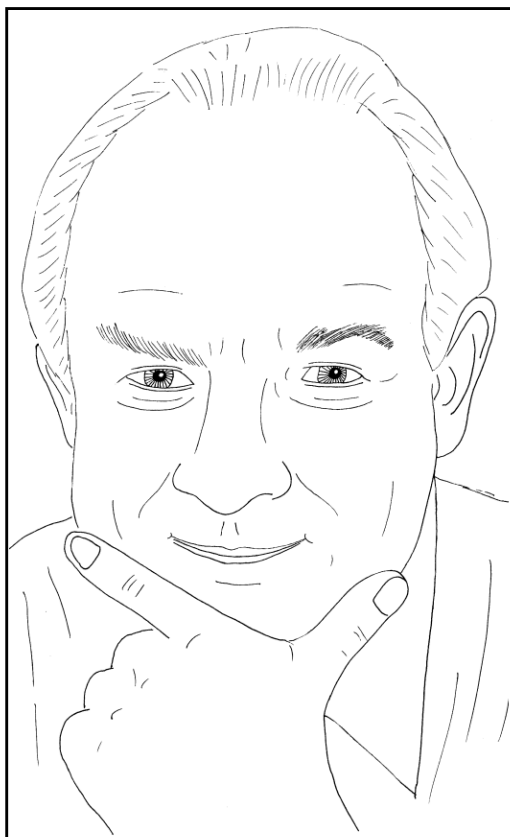


BUY NOTHING DAY

4TH FRIDAY
IN NOVEMBER



"Driving hybrid cars and limiting industrial emissions is great, but they are band-aid solutions if we don't address the core problem: we have to consume less. This is the message of Buy Nothing Day."

-- Kalle Lasn

The global economy, which sees people as nothing more than consumers, is a runaway train that is causing more and more suffering in the world. The current 'profit before people' system is causing the gap between the very rich and the very poor to grow larger each year. Nothing symbolizes our society's emphasis on consumption more than "Black Friday" -- the day after Thanksgiving, when the media tells us we should begin the holiday season by waking up early and rushing out to the stores to BUY, BUY, BUY.

Around the world, many have decided to take a stand and use the day after Thanksgiving to organize Buy Nothing Day events and activities to raise awareness about the choices that we have to live our lives more simply and sustainably.

By purposely not buying anything on Buy Nothing Day, we have an opportunity to let our friends and communities know that we can help to create a more just and sustainable economic system that puts people and the planet before profits.

Money, when used for good, can help change the world. Put your resources to work for a better world on the other 364 days of the year. Be conscious of the way you spend your money. Purchase Fair Trade products - products that are supplied by workers and growers who are paid fair wages, and work in safe conditions. Support socially responsible businesses by purchasing their products and investing in them.

Demand corporate responsibility -- with our purchasing power, we can force corporations to manufacture and distribute their goods in ways that respect workers and protect our planet. Support local currencies and cooperatives. These are all tangible ways that we can use our economic resources to "buy a better world" and transform the global economy.

Be A Hero For A Better World!

1. Find out more about simplicity, sustainability and a better world economy
2. Try not to buy anything on BUY NOTHING DAY
3. Be conscious of the way you spend your money the rest of the year

BetterWorld Economy Links

- Adbusters (adbusters.com)
- Alternatives for Simple Living (simpleliving.org)
- BetterWorld Shopper (betterworldshopper.org)
- Church of Stop Shopping (revbilly.org)
- CoOp America (coopamerica.org)
- Global Exchange (globalexchange.org)
- Intl. Forum on Globalization (ifg.org)

For more information: www.betterworldcalendar.com/buynothingday.htm

BetterWorldCalendar.com

...every act of compassion makes a difference...every day counts for a better world...

© The BetterWorld Project - Distribute freely for non-commercial uses - No celebrity endorsement implied