

Gault-PBI Alliance Puts the Polar Bear on Ice Westport's PAL Ice Rink *Rink at Longshore Transformed Into Energy Conservation Zone*

Westport-based Gault, Inc., an energy company that provides solutions for a cleaner environment, has announced that it will kick off a monthly series of winter Polar Bear Empathy Day events on Sunday, Dec. 21, from noon to 2 p.m., at Westport's PAL Ice Rink at Longshore Club Park. Additional events will take place at the rink on Jan. 18 and Feb. 15, also from noon to 2 p.m.

Recognizing the need to educate the public about ways to reduce their carbon footprint during cold weather months, the Gault-Polar Bears International (PBI) Alliance has transformed the Westport ice skating pavilion into an energy conservation zone. Banners displaying tips on how to conserve energy this winter remind families of the many easy lifestyle changes they can make to reduce their carbon emissions for the health of their neighborhoods, the planet and the polar bear's habitat.

Sam Gault, the fifth generation head of the company that bears his name, just returned from the Arctic where he joined PBI scientists, researchers and educators in Hudson Bay to observe the great white bears as they waited for the Arctic ice to form and their critical hunting season to begin. "Getting a first-hand look at the polar bears in their vast Arctic wilderness gave me a whole new appreciation for the plight of this threatened species. In these tough economic times, when people are making every effort to conserve anyway, we all need to be reminded that our efforts to save money can also have a profoundly positive impact on the environment. On behalf of Polar Bears International, Gault is

proud to spearhead an educational outreach program that has the power to inspire real change in our own backyards."

Wearing their signature white down jackets, the Gault-PBI Polar Bear Empathy Team will deliver a kid-friendly chalk talk to visitors, with the help of team Mascot, Polar Paulie. They will also lend a hand passing out complimentary hot chocolate and eco-friendly shopping bags, containing:

- The Alliance's "Degrees of Comfort" year-round energy conservation guide, providing families with the tips and tools they need to help the polar bear keep his home icy cool, to make their homes more energy efficient and their lifestyles more environmentally friendly.

- White "i care about the bear" wristbands.

- Mini polar bear posters.

Other Polar Bear Empathy Day educational activities include:

- The opportunity to see a master ice sculptor carve a polar bear from a 300-pound block of ice.

- A coat and blanket drive, in which children and parents are encouraged to bring these gently-used items to the rink. Coats and blankets will be donated to a local charity.

- A photo op with Polar Paulie. Following the event, downloadable photos will be available online at www.gault-pbi.com

"Whether we're trying to cool down in the summertime or warm up in the wintertime, understanding how our energy consumption behaviors impact the environment is crucial to reining in global warming," said Robert Buchanan, president of Polar Bears International. "As a leader in their community, in a short period of time,

Gault's grassroots efforts have already inspired, empowered and informed generations to embrace a new lifestyle where 'less is more.'

For more information, visit www.gault-pbi.com

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