

Taking a Walk in a Polar Bear's Tracks

BY ALLISON KAMMERT

This past Saturday, July 12, Westport-based Gault, Inc., hosted Polar Bear Empathy Day at Compo Beach. The event ran from 1 to 3 p.m. and honored the company's new strategic alliance with Polar Bears International (PBI).

Gault's alliance with PBI is the first grassroots energy conservation movement in the country. PBI is a non-profit organization that is dedicated to the preservation of the polar bear habitat through conservation, edification and research. While PBI has alliances with many other companies, including National Geographic, HP and Apple computers, the organization sees the new alliance with Gault as an opportunity to engage a real community in the fight against global warming.

Saturday dawned a scorching hot day, drawing crowds of people down to Compo Beach. Adults working at the event wore all white, with a down vest on as well. Families and their children were drawn from under their beach umbrellas to a white tent set up by the pavilion where an ice sculptor was turning a block of ice into a polar bear.

A small mountain of coats grew on a large beach blanket nearby, and would eventually be donated to those in need. Polar Pete, Gault's mascot, wandered around taking pictures with guests of the event.

"The purpose of Gault's affiliation with

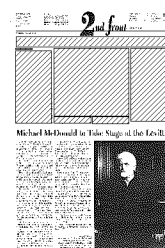
PBI is to educate people about how they can conserve in their own homes. It's not only energy that we want people to conserve; there are resources in their whole house that we want them to save. Our goal is to teach people about insulation, energy efficient light-bulbs, and other smaller things that all together, will have a big impact on global warming," said Sam Gault, the fifth generation company head of Gault, Inc.

As well as Polar Bear Empathy Day, PBI has set up several teen programs, including a leadership camp for incoming juniors that provides an opportunity to become an Arctic ambassador, and to go to Canada to learn about polar bears and their habitat. Another teen program includes Project Polar Bear, a contest for teens ages 14-18 to create a community service project and calculate the amount on CO2 they're saving.

"We've gotten all positive feedback about the teen programs," said Jennifer Bebon, a worker at Polar Bear Empathy Day. "Teens are showing that the work they do can go beyond the home, and make a big difference in the world."

"We want people to look at Gault as a company that is providing solutions," Gault concluded.

For more information about polar bears and PBI and Gault's alliance, visit www.gault-pbi.com





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