

Freedom's Feast PRESIDENTS' DAY

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PRESIDENTS' DAY

Advocating For Things You Believe In: A Case Study

The Lorax, Mr. Wells's 4th Grade Class, and Universal Studios



Mr. Wells and his 4th grade class at the Park School in Brookline, Massachusetts studied the environment and thought about ways they could make a difference. They launched a school wide campaign to cut down on catalogue usage at home and at school.

In the process of becoming activists they learned how to research a cause, how to use different methods to get their messages out to various audiences, how to communicate their ideas and how to set challenging goals they were excited to meet.

One of the books they read was "The Lorax" by Dr. Seuss. You can imagine their excitement when they heard that Universal Studios was planning the premier of "The Lorax" this coming spring!

When they discovered that the website had nothing to say about the important environmental message of the book they were so disappointed. But they decided to do something about it. They researched and worked together and decided to start a petition through www.change.org, their petition message highlighted above. Read how a group of 9 year olds took on a major corporation and convinced them to do the right thing.

Dear Supporters,

A few days ago, you got an email about our petition asking Universal Pictures to change their Lorax movie website to be more green. This was important to us because when we grow up we will really want a healthy planet, so we worked hard to change the world.

This week we found out we did it! Woo hoo! Now visitors will see a gruvvulous "Go Green" Truffula tuft button that Universal put on their [big website](#) – the button links to a whole page of tips about how to help the environment. You, yes you, and 57,238 others helped us put it there by signing our petition.

We are so proud! Some adults say they're role models for kids, but we think we're being role models for adults. We are also proud because so many of you helped us. Even though we might be little we can still make a lot of change in anything we work hard at.

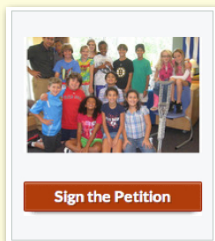
Our petition was so much fun. [You can make one at Change.org, too – just click here!](#) We were super psyched and wanted to check signatures every second! We graphed how many, but it blew right off the poster! It's great for people to be caring about the environment!

To wrap up, we'd just like to say:

*Thank you so much for all your support.
We needed Universal to be a good sport.
We are the changers, the changers that say,
"Thank you so much on this glorious day!
You helped us a ton," we needed to say,
"We couldn't have done it any other way."*

Sincerely,

- Ollie, Lanie, Georgia, Zoe, Jake, Alex, Jacob,
Sophia, Ben, Miky, Jeffery, Camily, Vikrum, Lulu, Nicole, and Ted (aka Mr. Wells)



Mr. Well's 4th Grade Class Petition

Our 4th grade class read Dr. Seuss's, "The Lorax," and liked that the Lorax character "spoke for the trees." We do this at our school by running a recycling program and [by canceling unwanted catalogs](#). The book encourages people to help the planet. We enjoyed that in the end the Once-ler realized that life is not just about making money, it's about what's best for others and the environment.

We were excited for The Lorax movie to come out in March, but when we went to the movie website, there was absolutely nothing about saving the Earth which is what Dr. Seuss wanted us to learn. The site is more about selling tickets. The trailer did not include much about the environment, either! We think Universal Pictures needs to "green up" this website.

Our world, like the Lorax's, is facing major environmental problems like pollution, global warming, oil spills, littering, a Great Pacific Garbage Patch, deforestation, and loss of animal habitat. These problems will affect our future.

The Lorax movie, with its millions of dollars in advertising and massive audience has the potential to help heal the Earth. This movie can show the world we should not take our sky, water, trees, and animals for granted. It could inspire more and more people to treat Earth with the same respect you would give a child.

We'd like to see the movie live up to the potential of the book. We're encouraging Universal to make an improved Lorax movie website that Dr. Seuss would be proud of. We recommend a "Lorax Tips" button shaped like a Truffula seed sharing ways people can help the planet. Maybe a Truffula Tree overflowing with tips and links pops up when you click on the seed! We can help you make this list, too!

What if Universal gave out tree seeds after the movie to children helping plant thousands of trees? This poetic gift fits perfectly with the hopeful end to the story. Also, could you put green tips into your television and print ads for the movie, or even into the movie's credits?

Please know The Lorax has power and that this movie could start a movement of kids helping the planet. The movie website and promotions should do what the book does and help the planet. This is possible with a few simple changes such as adding a "Lorax Tips" button.

Universal, "Unless someone like you cares a whole awful lot, nothing's going to get better, it's not." Please consider this line from the book; it is also true for the world.

Sincerely,

Mr. Wells' Fourth Grade Class
LoraxPetitionProject@gmail.com

Questions for Thought

- ★ What makes their petition effective?
- ★ What can you learn from Mr. Well's class and their work as activists?