

SEE INSIDE TO DISCOVER THE EFFECTS ON SHARKS
THAT CLIMATE CHANGES ARE CAUSING AND WIN A FREE HOILDAY ON PAGE 42

POLLUTIONS & SOLUTIONS

A PROACTIVE ENVIROMENTAL MAGAZINE

PLUS!

The electric car
revolution.

Drilling for oil?

Energy smart fridges
Going vegan

Bottled water
backlash

20
REASONS
TO GET
PROACTIVE
IN 2013!

**HOW LONG DO
WE HAVE LEFT!**

All will be revealed inside...

Of Pollutions & Solutions
Magazine



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Issue

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WITH IDEAS THAT CAN CHANGE THE WORLD

We recently returned (1 mo. ago) from a trip to Phoenix, AZ. On the return trip on Sun Country I had a brand new pair of shoes (with price tag still on them) removed from my carry-on bag that the agent convinced me to check as the flight would be full.

Secondly, my husband and I upgraded our seats (which had been pre-paid) to exit row seats. The price paid in advance was \$20 and the new price was to be \$40. I asked them to credit the pre-paid seats which they claimed they couldn't as they were Delta (in Phoenix) and not Sun Country. They told me "Too bad, so sad!" And here I was champion the home town airline as I did not like what Delta did to the State of MN.

Looks like we need to change our opinion of Sun Country too! My advice to anyone - NEVER, EVER, let them talk you in to checking a carry on. In case Sun Country is interested, I have all the paper work associated with the upgrade of seats. My latest call had a Supervisor who lied to me and said they had called me the day before (both husband and I home all day and



we have voice mail) to tell me the check was in the mail! When I complained belongins when flying, doesn't it?! Secondly, my husband and I upgraded our seats (which had been pre-paid) to exit row seats. to get the refund. It is now April 2 and we returned the 1st wk of March and 3 me "Too bad, so sad!" And here I was MN.

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Thomas Pyrak

Mr Thomas Pyrak
C.E.O of Pollutions & Solutions

Environmental tip #12

Recycle your DVDs by melting it in acid and then disposing of it in a river that runs uphill.



"The Lorax, a brownish, shortish, oldish, sharpish creature who speaks for the"

THE LORAX

FILM REVIEW

RELEASED Out now
CERTIFICATE 12A
DIRECTOR Chris Wertz
CAST Danny divito, Matt Damon, Steven Spielberg, Lucy lui, Franklin Rosavelt, Joseph Stalin, Pussy Galore Danny divito, Matt Damon, Steven Spielberg,

Theodor Geisel, "Dr Seuss", was an interesting man. Most of his bestselling children's books — The Cat in the Hat, How the Grinch Stole Christmas, etc — were written in the Fifties. In October 1967, his wife of 40 years, Helen, committed suicide, partly because of her husband's affair with the woman, Audrey Dimond, whom he went on to marry, in June 1968.

Seuss subsequently suffered writer's block, until in 1970 the couple took a holiday to Africa. It was after watching elephants in the Serengeti that Seuss was inspired to write The Lorax, completing 90 per cent of it in a single afternoon on the only paper to hand, a laundry list.

It's a vivid nonsense poem with a sombre ecological message, in his usual bouncy anapestic tetrameter, full of invented words and names, all of which have their own logic in the nonsense world. It's also, as always, brilliantly illustrated by Seuss, in his flowing, whirly way, with a powerful shift in the colour palette towards dark greys, blues and maroons as the story progresses.

In the first two illustrations, an unnamed boy, standing in for "you", the reader, is seen approaching the Once-ler, lurking in his Lerkim — and then the Once-ler

begins his tale, of how long ago he chopped down the Truffula trees to make Thneeds out of their tuft.

The Lorax, a brownish, shortish, oldish, sharpish creature who speaks for the trees, materialised to remonstrate with the Once-ler but he went right ahead and destroyed every last one. Before disappearing, the Lorax left a pile of rocks bearing the word: UNLESS. The Once-ler now realises its meaning: "Now that you're here,/ the word of the Lorax seems perfectly clear./ UNLESS someone like you/ cares a whole awful lot,/ nothing is going to get better./ It's not." And he lets drop the very last Truffula seed, commanding you: plant it.

And that's that, a perfect little work of art, needing no adaptation than that of parents reading it aloud and showing it to their children (Dr Seuss had none himself, incidentally). But here it has been adapted anyway by the team who made the enjoyable 3D animation Despicable Me.

It stinks. Very early in my notes, I see I wrote, "very over-emphatic, over-postured". Then, "an annoyingness contest".

Where to begin? Because only a few

lines of verse are retained, none of the nonsense element retains its raison d'être. You wonder, pointlessly, what a Thneed is and why it is called that, whereas the poem has its own logic. Likewise, Dr Seuss's non-naturalistic drawings work as a fine prompt to the imagination but here, where all details are filled in, the very artificiality of the Truffula trees — they resemble brightly coloured candyfloss — negates the supposed point that these are real, natural trees that need to be nurtured again.

Then the plot has been horribly filled out, with the story of a 12-year-old boy, Ted, who lives in a wholly artificial town run by a villain, O'Hare (who looks a bit like Jonathan Ross), who sells bottled fresh air. Ted sets off to get a real tree to win a kiss from the girl he has a crush on, Audrey (who looks a bit like Rebekah Brooks). When Ted gets the seed, there is, you bet, a protracted chase sequence as O'Hare and his henchmen try to confiscate it. There are also some punishing song and dance sequences ("everybody needs a Thneed" being trumped in horror by "let it grow"). Voicing Ted, Zac

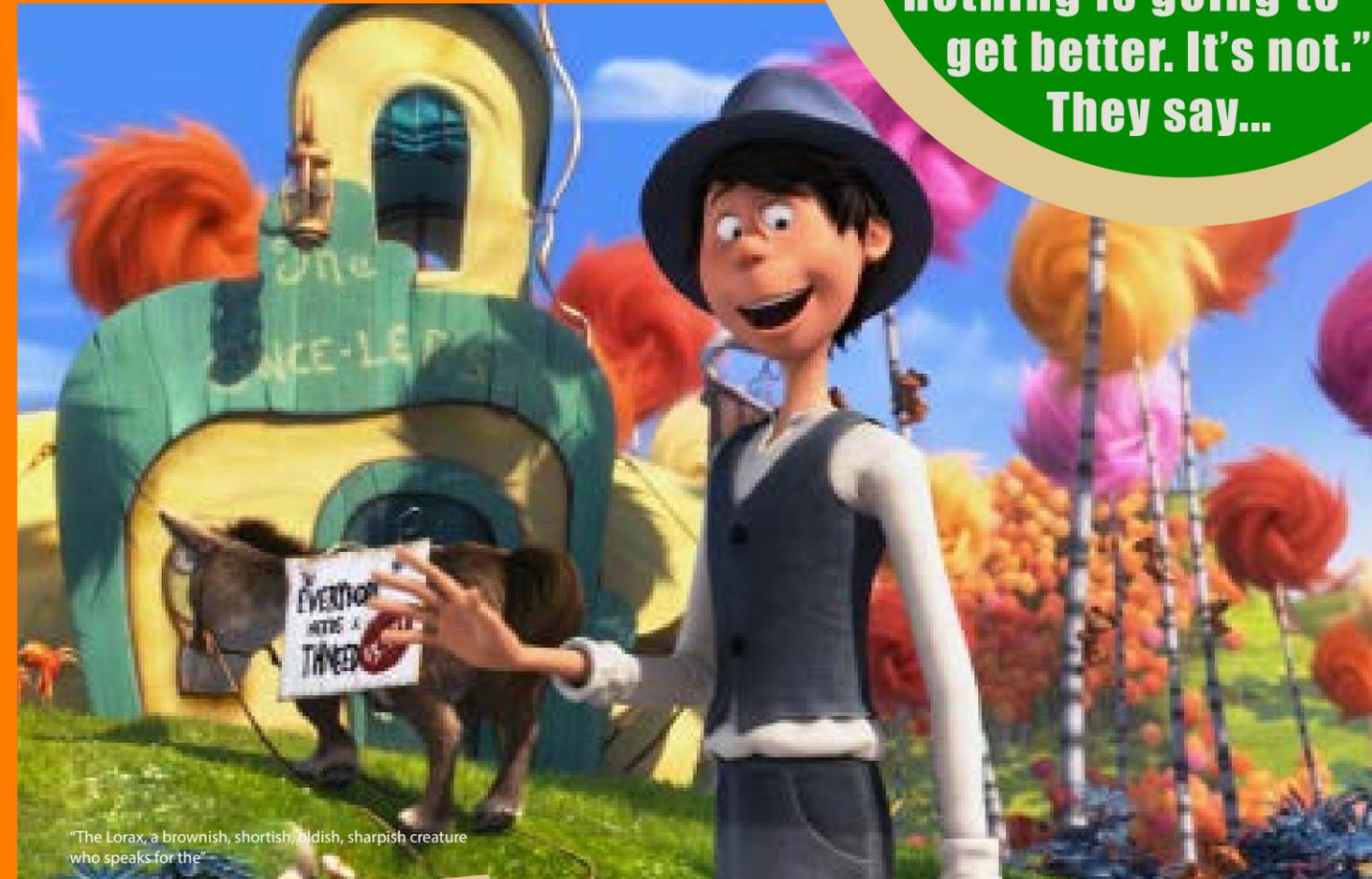
Dr Seuss, was an interesting man. Most of his bestselling children's books

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THE RESULTS ARE....

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"But now," says the Once-ler, "now that you're here, the word of the Lorax seems perfectly clear. UNLESS someone like you cares a whole awful lot, nothing is going to get better. It's not." They say...

Environmental tip #13

When a relative dies, use their body to feed your family. it's not only tasty, it's also good for the environment.