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**Canada's newest expedition sets out to support the sustainability of humanity**

Toronto, ON; (March 19, 2010) - "Go big or go home. Start where people are hurting and build toward the positive. Begin in Canada and reach out to the world." These were the thoughts internationally recognized peace mediator Dr. Ben Hoffman had a year ago when he decided to found *The Canada Expedition*, which launched its website this week. ([www.thecanadaexpedition.ca](http://www.thecanadaexpedition.ca))

The Canada Expedition is a search for practical solutions to the biggest challenge facing humanity today – the sustainability of humanity itself. "It's not just about how to re-activate the failing economy, or global warming – or terrorism. It is a Canadian-lead search for totally new, creative answers that we believe are out there and have to be implemented now to get things back on a sustainable track", says Hoffman.

The Expedition is lead by a small Council of dedicated persons with expertise on topics such as climate change, developing an eco-economy, liberating human potential and preventing political violence. The Council partners with Canadian thought leaders and innovators and showcases their initiatives through a series of interviews. Policy ideas are lifted out of these interviews and packaged for the federal, provincial and municipal governments.

"We want to use real local examples of sustainable living so that other communities can learn from them and replicate what they're doing at a grassroots level", says Hoffman.

Hoffman recently announced his role in an upcoming Hollywood movie *Girl Soldier* starring Uma Thurman, detailing his work with President Carter to free abducted child soldiers in Uganda. Hoffman's ultimate goal is to bring attention to global threats to humanity and leverage the movie to bring attention to The Canada Expedition.

"I want to capitalize on whatever fifteen minutes of fame I might get to help get us out of this discouraging state of affairs and give real hope and opportunity to our children and grandchildren. Time is of the essence."

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