

30th Anniversary Special Edition

Outside

APRIL 2007
OUTSIDEONLINE.COM

179

STARRING: **Arnold Schwarzenegger**

Solutions for a Hot Planet

Al Gore
Leonardo DiCaprio
Eddie Vedder
RFK Jr.

THE GREEN ISSUE

Grist.org
Richard Branson
Yvon Chouinard
Jean-Michel Cousteau
Will Steger
Laurie David
Willie Nelson
Whole Foods
...and More

A ZERO-EMISSIONS SUV
THE BEST OF GREEN GEAR AND TRAVEL
TEN WAYS TO UPGRADE YOUR HOME
A WILD RUN ON THE YANGTZE RIVER

dispatches

→ news from the field

INSIDE: MY CHARITY PROBLEM // THE MAN BEHIND THE X PRIZE // PRO SPORTS GO PRO GREEN // THE CARBON-NEUTRAL QUIZ

Pitcher Perfect

"Green beer" isn't just for St. Patrick's Day. This spring, New Belgium Brewery, whose Fort Collins, Colorado, headquarters is a model of sustainability, will begin bottling MOTHERSHIP WIT, an all-organic wheat beer. And like all New Belgium favorites, including Fat Tire Ale and Blue Paddle, it will be sold in recycled glass and shipped on bio-diesel trucks. newbelgium.com



Call from the Wild

We're not recommending that you assign the beluga whale ringtone to your mother-in-law's calls, but it's an option. The Arizona-based CENTER FOR BIOLOGICAL DIVERSITY, in an attempt to raise awareness of wildlife issues, has released a series of free ringtones featuring the sounds of more than 40 endangered species. rareearthtones.org



Blue-Ribbon Panel

From Lance's yellow wristbands for cancer to the Red campaign for AIDS, every modern cause needs a primary color. Enter PROJECT BLUE, an initiative by surf companies Billabong, Dakine, Electric, Nixon, and Reef to raise money for ocean and beach protection with a joint collection of clothing and gear. The campaign, which kicks off in June, will donate \$2 from every product sold. betruetoblue.com

Radical Shift

Introducing the sleekest earth-friendly transportation since George Clooney dropped a hybrid engine in his Jaguar. ELLSWORTH's THE RIDE is the first bike to incorporate the revolutionary NuVinci hub, which uses a series of tilting spheres to offer a seamless progression of pedaling options from easiest to hardest. Imagine having your drivetrain on a dimmer switch. \$3,000; ellsworthride.com



Bright Idea

Place New York City design star Tobias Wong's frosted-glass SUN JAR in direct sunlight for a day and its solar cells will charge a battery that powers LED lights for five hours of candle-like glow once night falls. \$30; firebox.com