
Buy Nothing Day: November 24, 2007



International Buy Nothing Day always falls on the day after the American Thanksgiving in November, traditionally the first day of Christmas shopping in the U.S. People are encouraged to not make any purchases throughout the entire day. The idea is to increase participants' awareness of their spending habits and to think about mass consumerism and its effect on the cultural and natural environment of the world.

Kalle Lasn, co-founder of the Adbusters Media Foundation, which was responsible for turning Buy Nothing Day into an international annual event said, "Our headlong plunge into ecological collapse requires a profound shift in the way we see things. Driving hybrid cars and limiting industrial emissions is great, but they are band-aid solutions if we don't address the core problem: we have to consume less. This is the message of Buy Nothing Day."

As Lasn suggests, Buy Nothing Day isn't just about changing your habits for one day. It's about starting a lasting lifestyle commitment to consuming less and producing less waste. With six billion people on the planet, the onus is on the most affluent – the upper 20% that consumes 80% of the world's resources – to begin setting the example.

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tribute to any of your worries in the New Year. I prefer the thought of helping you 'clear the path'.

Imagine, people acting consciously in neighbourly ways, exchanging - not using as much raw material from Mother Earth. It has to start somewhere. They cheered! I scurried home as if a 100 pounds had been lifted from my shoulders, thanked Buddha and cleaned the kitchen!

What a relief! No presents to buy this year- no pressure. Time now to watch the drops of water and anticipate Buddha's arrival. It doesn't matter that I'm not a Buddhist, I dance with the stars in my mind's eye with the freedom of my new choices and blessing my friends. I pause a moment, to enjoy my new sparkle within, knowing that the power goes beyond the walls of this house. Knowing I have also left my 'inner kitchen' looking 'as if Buddha was coming to dinner'.

Janit Bianic is a clutter buster, and visionary willing to co-create a new way of living. Call her at 250-331-3335.

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