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LEADERS MUST GERMINATE FRESH APPROACH TO SUSTAINABILITY

October 16, 2008 - Calgary, AB – With the national election fresh in the minds of Canadians, and with an election looming south of the border, many are demanding that politicians answer tough sustainability questions and address concerns about agriculture and food security issues, including the use of Genetic Use Restriction Technology, or terminator seeds, which cause sterility in second generation plants.

In an article published in the Ottawa citizen on September 30, 2008, Brewster Kneen, an Ottawa based food policy critic states, "With all the public concern about food, people need to think about where their seeds are coming from and who controls seed supplies. Three corporations control most of the seeds and that's a desperate situation." Canadian parties have long been in disagreement over the issue with opinions ranging from the NDP's vehement rejection of the technology, to the Liberal's quiet support.

As debate over this issue continues, a thought provoking new book from bestselling author Hugo Bonjean explores the barriers that society faces in achieving sustainability, while also expressing hope for a better future. *Seeds...of germination...or termination* showcases, under the veil of fiction, the truly alarming possibilities that could occur in our unsustainable world. *Seeds*, allows the reader to imagine a future where world food production is controlled by the greed of a corporation, and the ways in which this affects every aspect of human life. Although *Seeds* warns of the dangers of terminator seeds and other destructive practices in today's world it also suggests that by considering the issue of sustainability holistically and by following nature's model of diversity and codependence as the true key to sustainability, we can design a sustainable and harmonious society. Just like Bonjean's previous bestselling novel, *In the Eyes of Anahita*, inspired people to take action to combat poverty, the author intends to empower people with this story on sustainability issues. *Seeds... of germination...or termination* will be available at all Coles, Indigo and Chapters stores in Canada beginning November 1st.

Hugo Bonjean holds an MBA from European University and is the CEO of Quantum Shift Media, a new media company dedicated to inspiring others to positive world change and sustainability. For more information about *Seeds..of germination..or termination*, or to schedule an interview, please contact Jessilyn Yuhás at (403) 971 – 5077 or see www.hugobonjean.com.

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