“An erudite, funny, and self-conscious "Walden" for our urban and postmodern age.”*

**NO IMPACT MAN**
The Adventures of a Guilty Liberal Who Attempts to Save the Planet, and the Discoveries He Makes About Himself and Our Way of Life in the Process

**BY COLIN BEAVAN**

A lot has changed for Colin Beavan since he first conceived the idea for his book *No Impact Man*. Beavan's ongoing blog (www.noimpactman.com) has given him a voice, and has become a place where readers exchange ideas about sustainable low-impact living. Following a *New York Times* profile in 2007, Colin was soon fielding calls from *Good Morning America, The Colbert Report,* and NPR. A documentary chronicling Beavan's experiment played at Sundance, garnered praise from *Variety* and the *Los Angeles Times,* and will be nationally distributed by Oscilloscope Pictures this fall (see the last page for more information). Numerous nonprofits are also getting involved to help channel momentum from Beavan’s project into real social change.

This is the book that started it all. *No Impact Man* is the story of one man’s decision to put his money where his mouth is and go off the grid for a year—while still living in New York City—in order to see if it's possible to make no net impact on the environment.

"From their first baby steps (no takeout) to their giant leap (no toilet paper), the Beavans' experiment in ecological responsibility was a daunting escapade in going green . . . So fervent as to make Al Gore look like a profligate wastrel, Beavan's commitment to the cause is, nonetheless, infectiously inspiring and uproariously entertaining." —Carol Haggas, *Booklist*

"With thorough research, Beavan updates his blog (noimpactman.com) with convincing statistical evidence, while discovering new ways to reduce consumption and his family’s environmental footprint . . . An inspiring, persuasive argument that individuals are not helpless in the battle against environmental degradation and global warming.” —*Kirkus Reviews*

"Beavan captures his own shortcomings with candor and wit and offers surprising revelations . . . [Readers] will mull over his thought-provoking reflections.”

—*Publishers Weekly*

"*No Impact Man* is a deeply honest and riveting account of the year in which Colin Beavan and his wife attempted to do what most of us would consider impossible: buy nothing, waste nothing, and reduce their carbon footprint to zero—while living with a young child in a ninth floor Manhattan apartment. What might seem inconvenient to the point of absurdity instead teaches lessons that all of us need to learn. We, as individuals, can take action to address important social problems. One person can make a difference.” —Marion Nestle, author of *What to Eat*
“There’s something of Thoreau in Colin Beavan’s great project—but a fully engaged, connected, and right-this-minute helpful version. It’s a moment when we need to have as little impact in our own lives as possible—and as much impact in our political lives as we can possibly muster. Beavan shows how!”

—Bill McKibben, author of Deep Ecology

“Millions of Americans are now asking how their lifestyles are affecting the planet. If you’re one of them, Colin and Michelle’s remarkable odyssey through a year of shrinking their ecological footprint is an engrossing must read. You’ll discover how what you eat, switch on, and throw out matters, but more important, how they found a much richer and happier life. Hop into the rickshaw for a hilarious, smartly informative, and deeply moving ride.”

—Juliet B. Schor, author of the forthcoming Plenitude: Economics for an Age of Ecological Decline

“No Impact Man is a subversive book—not because it preaches a radical environmental agenda, but because it gives the secret to personal rebellion against the bitterness of a man’s own compromises.”

—Arthur Brooks, author of Gross National Happiness

“Few of us will choose to replicate the experiment Colin Beavan took his family on, but we should be grateful to him for revealing the limits and possibilities for achieving happiness in an age of material excess.”

—*Ted Nordhaus and Michael Shellenberger, authors of Break Through: From the Death of Environmentalism to the Politics of Possibility

**Tour Dates**

New York, NY 9/5, 5:00 p.m. Whole Foods (95 East Houston Street)
New York, NY 9/10, 7:00 p.m. Barnes and Noble Tribeca (97 Warren Street)
St. Paul, MN 9/17, 6:00 p.m. Minnesota Public Radio’s Policy and a Pint series (480 Cedar Street)
Chicago, IL 9/19, 2:00 p.m. Anderson’s Bookshop (123 West Jefferson Avenue)
Corte Madera, CA 9/20, 4:00 p.m. Book Passage (51 Tamal Vista Boulevard)
San Francisco, CA 9/21, 6:00 p.m. Commonwealth Club of California (595 Market Street)
Palo Alto, CA 9/22, 5:00 p.m. IDEO Know How Talk (100 Forest Avenue)
Los Angeles, CA 9/23, 7:00 p.m. Los Angeles Public Library (630 West 5th Street)
Portland, OR 9/24, 7:30 p.m. Powell’s Books (1005 West Burnside)
Seattle, WA 9/25, 7:00 p.m. University Bookstore (4326 University Way NE)

**No Impact Man**, by Colin Beavan, will be published in hardcover by Farrar, Straus and Giroux on September 8, 2009 (ISBN: 978-0-374-22288-8; $25.00). For more information or to arrange an interview, please contact Sarita Varma, Director of Publicity (sarita.varma@fsgbooks.com, 212-206-5327) or Steve Weil, Publicist (stephen.weil@fsgbooks.com; 212-206-5338). Please visit noimpactcommunity.org for a discussion group guide and further information.
As the news stories go: “Colin Beavan is a liberal schlub who got tired of listening to himself complain about the world without ever actually doing anything about it…” Thus, in November, 2006, Beavan launched a year-long project in which he, his wife, his two-year-old daughter and his four-year-old dog went off the grid and attempted to live in the middle of New York City with as little environmental impact as possible.

The point of the project was to experiment with ways of living that might both improve quality of life and be less harmful to the planet. It also provided a narrative vehicle by which to attract broad public attention to the range of pressing environmental crises including: food system sustainability, climate change, water scarcity, and materials and energy resource depletion.

Beavan’s experiment in lifestyle redesign is the subject of his book *No Impact Man* (Farrar, Straus and Giroux) and a Sundance-selected documentary by independent film producers Laura Gabbert (*Sunset Story, Getting to Know You*) and Eden Wurmfeld (*The Hammer, Puccini for Beginners, Kissing Jessica Stein*), to be released by Oscilloscope Pictures. Both the book and the documentary will be released in September, 2009. Columbia Pictures also plans to make a feature film (produced by Todd Black) based on the book.

Beavan writes and administers the provocative environmental blog noimpactman.com, which has become a meeting point for discussion of environmental issues from a “deep green” perspective. In addition to some 2,500 daily visitors and 4,000 daily page views, the site has 10,000 email and newsreader subscribers. About 1.8 million people have visited the blog since he established it a year and a half ago.

Beavan was named one of MSN’s Ten Most Influential Men of 2007 and was named an Eco-Illuminator in *Elle’s* 2008 Green Awards. His blog noimpactman.com was named one of the world’s top fifteen environmental websites by *Time*. He was named a 2008 Eco-Star by New York City’s Lower East Side Ecology Center.

The No Impact project has been the subject of stories in *The New York Times*, *The Christian Science Monitor*, and many other national and international news outlets. Beavan has appeared on *The Colbert Report, Good Morning America, Nightline, The Montel Williams Show*, and all the major NPR shows. He speaks regularly to a wide variety of audiences, is frequently quoted in the press, and consults businesses on the intersection of sustainability and human quality of life.

Beavan, born in New York City, received his PhD in electronic engineering from the University of Liverpool. He spent the late ’80s and early ’90s as a consultant to philanthropic organizations such as social housing providers, drug treatment agencies, and hospitals, helping them to promote themselves in order to secure increasingly scarce, Thatcher-era funding.

Jedburgh: D-Day and America's First Shadow War (about the operation that formed the precedent for U.S. anti-Soviet operations in Afghanistan).

Beavan is a visiting scholar at NYU and an advisor to the university’s Sustainability Task Force. He sits on the board of directors of New York City’s Transportation Alternatives and on the advisory council of Just Food.

About the No Impact Project:

The No Impact Project seeks to improve the environment by empowering people on a family and individual basis to “edit” their current lifestyle choices and enhance their daily experience. The Project will use the No Impact Man book, film, and blog as tools to promote behavior change. Commencing in the fall, the No Impact Project will enable readers and viewers to participate in the No Impact Experiment, a unique educational and engagement-oriented program in which participants will be guided to adopt a no impact lifestyle for one week. Like the No Impact Man year-long experiment, this program is a first of its kind; it will add value and strengthen the environmental movement. The No Impact Project operates under the fiscal sponsorship of the Open Space Institute, Inc., based in New York City, as part of their Citizen Action Program.

About the No Impact Man documentary:

No Impact Man, directed by Laura Gabbert and Justin Schein, and produced by Laura Gabbert and Eden Wurmfeld, will be released by Oscilloscope Pictures this fall. For more information, please visit www.oscilloscope.net.

September 11 – Landmark Sunshine, New York, NY
September 11 – Laemmle Royal, Los Angeles, CA
September 18 – Landmark Theatres, San Francisco, CA
September 18 – Landmark Shattuck, Berkeley, CA
September 18 – Camera 3, San Jose, CA
September 18 – Regal University Town Center, Irvine, CA
September 18 – Music Box, Chicago, IL
September 20 – OK City Museum of Art, Oklahoma City, OK
September 25 – Landmark Theatres, Denver, CO
September 25 – Landmark Varsity, Seattle, WA
September 25 – Landmark Ritz at the Bourse, Philadelphia, PA
September 25 – Landmark E Street, Washington DC
October 1 – UC-Boulder International Film Series, Boulder, CO
October 2 – Landmark Theatres, San Diego, CA
October 2 – Landmark Kendall Square, Boston, MA
October 2 – Landmark Theatres, St. Louis, MO
October 2 – Landmark Lagoon, Minneapolis, MN
October 2 – Regal Park Terrace, Charlotte, NC
October 4 – Modern Art Museum, Ft. Worth, TX
October 23 – Angelika, Dallas, TX
October 23 – Angelika, Houston, TX
October 25 – Jacob Burns Film Center, Pleasantville, NY
October 30 – Landmark Dobie, Austin, TX
October 30 – Landmark Midtown, Atlanta, GA