

Open your doors

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A group of Waterloo collegiate institute students will be canvassing the neighbourhoods around the school this summer.

But instead of looking for donations or selling chocolates like most students who go door-to-door, they will be trying to make a positive change in the city.

A dozen or so teens from WCI were selected to be part of Reduce the Juice, a program funded by various levels of government with the goal of reducing automobile emissions.

The students will try to convince residents to make a series of pledges that will help make the air in Waterloo a little bit cleaner.

For example, a person could pledge to replace their stinky, loud and dirty gas lawn mower with a more environmentally friendly push or electric model.

They could also promise to take one less ride a week in their cars, either by walking or riding a bike to work or even taking public transit.

Proponents of the so-called green movement always tout "the little things" that can prompt change in the world.

These students are providing an extra push for residents to do these little things by showing up on their doorsteps.

Unfortunately, a lot of people likely won't get to hear the Reduce the Juice pitch.

Most homeowners are now wary of strangers showing up on their doorsteps, unless they happen to be wearing Girl Guide uniforms and holding stacks of mint cookies.

They are so used to ignoring the doorbell to avoid people spreading religious messages or fundraisers that an important endeavour like Reduce the Juice could be unintentionally ignored.

But you have to respect the idealism and tenacity of these students who will brave the mean urban doorsteps of 2008 and face the strong possibility that some doors will be slammed in their face.

Or even worse, not opened at all.

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