

**RIC'S SPONSORSHIP OF A SAB 02-14-19 ACTION ITEM, #10:**

***"RECOMMENDING NAMING THE RECENTLY PASSED, 'KEY WEST SUNSCREEN BAN', AS THE  
"2019 MADISON SUNSCREEN INITIATIVE".***

Two months ago, one small voice spoken by an teenage girl, trumped the KW Sustainability Advisory Board. She stood at the at City hall lectern, scared as hell and yet had the passion to speak on behalf of the earth's environment to make a request that ended up news that has now resonated around the world. Every single newspaper, tv and electronic media organization in America and around the globe ran it.

For much of the youth of America, Madison's addressing of this issue all by herself, is the answer to questions such as, "How can just I, change anything?", "I can't make a difference" or "Why should I vote, it doesn't matter".

But she has disappeared in the mass hubris of this actual world event ..... As the Key West Sustainability Board, let's not let that happen. There are so many young people out there right now, in our grade schools, high schools and colleges including master's and doctorate candidates that are supporting green sustainability and the earth.

They are passionate about recycling, fighting fossil fuel burning and the Agri-factory farming proliferation with its exponentially rising carbon footprint, as the major contributors to global warming and our rising seas.

Their numbers are growing quickly and may one day have an effect as large as the 60's generation in our society. It may take that kind of a cleansing epidemic to prevent a catastrophic tipping point of the world into darkness, in the very near future.

Here in KW, let's honor her first lone voice and support all young upcoming professionals' idealistic passion. This may well be the generation that will be phalanx of the spear successfully addressing carbon emissions and global warming and maybe saving the planet

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Nytimes – washinton post – Chicago tribune

All tv organization nbc – abc – npr – cnn