



STAFF PHOTO/MIKE BARRETT

Aurora's Kyle Empringham is co-founder and editor of the environmental news website The Starfish.

# Starfish story inspires environmental website

BY AMANDA PERSICO  
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co-founder and editor of The Starfish, an environmental website focused on delivering fresh and insightful information for 20-somethings.

► To check out The Starfish website, visit [thestarfish2010.com](http://thestarfish2010.com)

small change can have an enormous impact. "It's great to go to university, but then how do you share your knowledge?" he asked. "These issues can't be justified in a lecture hall. It's so important to apply what you learned in the classroom and pay it forward with a young and knowledgeable perspective."

The website is dedicated to bringing awareness about change in our everyday lives, he said. It includes writers dedicated to topics such as food, agriculture, technology, lifestyle, politics and sustainability — all using what they learned in school.

The focus is small change. "We can't reverse what's done," Mr. Empringham said. "Cars will never go away, but you don't have to sit in your car and let it idle or go through a drive-through."

A story sticks in Kyle Empringham's mind.

It's the tale of a dark storm that left an ocean shore littered with starfish. A child walks up to the starfish and starts throwing them back into the ocean, one-by-one.

An elderly gentleman confronts the child and questions the point of throwing the starfish back, as they will all die.

The child continues throwing starfish back into the sea.

"That boy made a difference to those starfish," Mr. Empringham, an Aurora resident, said. "Some might have died, but the ones he threw back survived. It's a cute story to bring the environmental thing home to people."

The McMaster University graduate is the

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car and let it idle.'*

"People listen to youth," he said. "I know we have a strong voice. With the older generations, it is more preachy. With youth, it's more of a genuine question, not a demand."

Mr. Empringham developed the website last year and submitted it to a United Nations sustainability blog contest.

Although he didn't win, Mr. Empringham was encouraged to continue his work.

"The winner (of the contest) contacted me and gave encouragement for my little project," he said. "That empowered me to continue. It just took off from there."

Since the website launched, it's averaged about 1,000 hits a week, he added.

The website was a way for Mr. Empringham to put his university education to use.

With a bachelor's degree in biology, Mr. Empringham assumed he would become a high school teacher.

Instead, he turned his studies into an online forum to spread awareness that a

PEOPLE

## Starfish out to save planet

Kyle Empringham is the co-founder and editor of The Starfish, an environmental website focused on delivering fresh and insightful information for 20-somethings.

The website is dedicated to bringing awareness about small changes you can make in your everyday life, he said.

READ THE STORY / 3