

# The Easterner

## briefcasey

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It is now official. As of Monday, the Honda Formula One racing team has dropped all of its sponsors to don a new paint scheme.

This new look is an image of the earth, but here is the cool part this image will be made up of over two million names.

Tiny pixels will be used to create the picture, and each pixel will contain the name of anyone who is donating to an environmental organization and pledges to make one change in their life that benefits the environment.

Donors will be able to read their names on the Web site, or use the on-line microscope to find their real pixel on the car.

In other news about the earth, a non-profit environmental group is now providing people with cell phone ringtones.

But these ringtones are like nothing you may have heard before. Instead of your phone going off to the theme song from Bonanza, now your phone can ring in the sound of endangered species.

That's right, have your phone go off with the sound of an Orca, or better yet the Mountain Yellow-legged Frog.

When I first heard of this, I thought it sounded ridiculous, but after visiting their Web site at [www.rareearthtones.org/ringtones/](http://www.rareearthtones.org/ringtones/) I found the idea brilliant.

Over time it has been proven that nothing spreads information faster than word-of-mouth and that is what the people at The Center for Biological Diversity are counting on.

According to a representative of the organization, people can download over 30 ringtones at the site. And they are hoping that other people will hear these sounds and wonder what they are. They will ask the person who has the tone and become more aware of the situation of these endangered animals.

In a simple note, brilliant.

And sticking with the theme of animals, how about the Australian guy who wrestled a shark.

While out fishing, Phillip Kerkhof, 41, decided to jump in the water and wrestle a four-foot-long bronze whaler shark.

Before he went fishing he had a "fair few vodkas" and said that this is not something he would recommend doing.

Even so, the victory went to Kerkhof as he only suffered minor tears on his pants.

But I really think the shark ate his favorite fishing lure. And you know fishermen, they'll do anything to get their lucky lure back.

Oh, and if you ever hear a phone going off that sounds like a Pine Barrens Treefrog, that is mine.

Anyway it goes, that's it. Case Closed.