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Hip hop environmental plea

By [Jennifer Smith - Kelowna Capital News](#)

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A fast-rapping UBCO student wants to win the FortisBC Invent the Future contest.

And he's been named a finalist in the province-wide contest.

"I wanted to do a project on environmental communication and another student, Michelle Yule, passed along the information for the contest. And I thought, this is perfect," said Graham Campbell, who is studying geography but aiming to go into primary education.

"This is a real-world testing ground," said Campbell, who said he was originally aiming to just use the contest as a means to test his marketing prowess and even chose the musical genre and topic specifically to stand out among a crowd of options.

The contest challenges B.C. residents between the ages of 16 and 24 to inspire others to conserve energy through either video, song or in a written essay.

Campbell's entry is a hip hop video on xeriscaping inspired by a talk he heard Okanagan Basin Water Board executive director Anna Warwick Sears give on the myth of abundance, water use and the consequences of water use.

It breaks down his message in an interesting style, which blends musical traditions honed in underprivileged American ghettos with a message straight out of a university setting.


"They say that ignorance is bliss but I don't believe them. I look around the world and I see the earth is bleeding," Campbell raps in the video.

Campbell has been making music his entire life, though hip hop is a new genre for him.

"I chose the genre of hip hop for the entertainment value," he said. "I wanted to be different. I wanted to make an impression right off the bat."

To view and/or vote for the video go to www.inventthefuture.ca under the song tab.

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