

This document is a sample of the  
e-book:

***Go, Fitch, Go!***  
***Be an Environmental Champion***  
***with Fitch, the Turtle and Friends***

# Go, Fitch, Go!

Be an  
Environmental Champion  
with  
Fitch, the Turtle  
and Friends

## James Murray



sample

Go, Fitch, Go!

Be an Environmental  
Champion with Fitch, the  
Turtle and Friends

sample

# Go, Fitch, Go!

Be an Environmental  
Champion with Fitch, the  
Turtle and Friends

by

James Murray



Ottawa, Ontario & Georgeville, Québec  
Canada

sample

## Dedication

*Go, Fitch, Go!* is dedicated to all who have inspired me to create my environmental art and this book.



*Go, Fitch, Go!*

*Be an Environmental Champion with  
Fitch, the Turtle and Friends*

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Art, book layout and design by James Murray.

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Georgeville, Québec, Canada



Ottawa, Ontario - James would like to begin by acknowledging that the land on which he works is the traditional unceded territory of the Algonquin Anishnaabeg Nation.

Georgeville, Québec - James would like to begin by acknowledging that the land on which he works is the traditional and unceded territory of the Abenaki First Nation.



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# Preface

James Murray



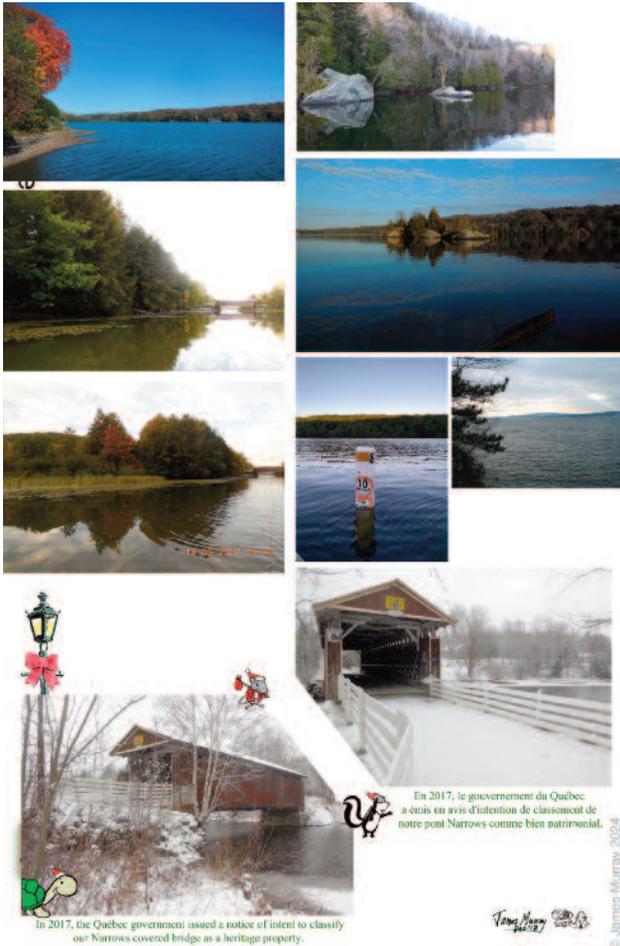
Why did I publish this book? It's a special collection of my environmental cartoon drawings. Of the dozens of drawings and other art presented, some have never been shown before. You won't find the book in stores but only as a special order at my web site <<https://jamesmurray.tv/>>.

I will share what has influenced and inspired me to, literally, draw awareness to entertain, but most importantly educate or enlighten. You too can be an advocate for change or a champion for what concerns you in your community, town, country or around the world. Utilize your voice, talents or skills to tell your story.

My interest in the environment began during my youth; I was raised on international Lake Memphremagog, Québec where my family had once owned and operated two private childrens' camps. Mature forests, open meadows, watersheds, tributaries (Figure 1), wetlands and wildlife (Figure 2) surround us and have been a major influence. I was drawing without formal training but my grandfather Ken Murray and a neighbour each provided painting lessons, starting me on my art journey.

My attention to the environment and art continued into adulthood. I have always enjoyed nature including my work outdoors as a gardener and caretaker at residential properties. And, in January 2020, I began creating a series of cartoons to raise awareness of environmental problems and to offer suggestions and solutions. I've been posting the cartoons on my web site and social media platforms. After five years, I've decided to publish the collection. The characters I draw, including my turtle friend named Fitch, are the entertainers and environmental champions. The turtle's name derives from Fitch Bay situated on Lake Memphremagog. Most of my art is created on recycled cardboard; I love cereal and reuse the inside of cereal boxes.





Lake Memphremagog and the Narrows covered bridge



Fig. 1 a tributary



Fig. 2 wildlife

## My other influences

### Visual arts education

I attended school from grades 7 to 12 in Newport, Vermont where I had some art instruction. College programs in Sherbrooke, Québec and Ottawa, Ontario provided my remaining education and training.

### Other artists

I've visited local art galleries, and attended their events and workshops in Québec and Ontario. I've been inspired by what other artists and filmmakers are creating. I've also attended film festivals and events including the Ottawa International Animation Festival.



## For the protection, conservation and improvement of Lake Memphremagog and its watersheds

In Québec, I've participated in many public environmental events in support of the lake, its watersheds but also for wetlands, land conservation and other local environmental issues. Memphremagog Conservation (MCI) is a local not for profit environmental organization that has organized and led most of these events. All concerned including communities surrounding the lake are invited and encouraged to participate in their public events. I attended MCI's 2023 annual general meeting as shown in figure 3, and volunteered at several of their phragmites control activities. Phragmites is a common tall reed, an exotic invasive species of plant. Figure 4 shows a bloom of cyanobacteria in 2019 and the banded mystery snail, an invasive exotic species found in 2024. With the assistance of MCI, blooms have been reported to the Ministry of Environment in Québec. In 2024, the federal government was already aware of the presence of the banded mystery snail in the lake. Other local and regional environmental organizations and various levels of government have collaborated with MCI in some of their events.

In Vermont, I've participated in organized events by DUMP (Don't Undermine Memphremagog's Purity) a



Fig. 3 Memphremagog Conservation's annual general meeting in 2023



Fig. 4 a cyanobacteria bloom and the banded mystery snail. Cyanobacteria blooms or other visible blue-green algae are not a regular occurrence. However, some cyanobacteria can produce harmful toxins. Take precaution.

non-profit community environmental organization. They have hosted several meetings in person and online.

## For communities of Ottawa

I've participated in environmental events in the city of Ottawa, Ontario. The events covered topics including climate change and planning, biodiversity, community stewardship, agriculture and planting, conservation, plastic pollution, bird window collisions, public transit, electric vehicles and bikes and more. Other events were documentary screenings, an ecofair, an ecology youth summit and a meeting for ecology professionals.

## Acknowledgment

I wish to thank all who have contributed to the book, as well as, Paul Carignan, William van Geest, Ariane Orjikh, Jeff Packard and Matthew Bannon for granting permissions and advising corrections or changes in the book.





# Environmental Cartoons

James Murray

Pencils, black markers, crayons and cereal boxes were all used in the making of the cartoons published online from January 2020 to December 2024.





JamesMurray.tv © James Murray 2020

## January 2020

Meet Kelvin. He is powered by the sun.



The original art of the snow character.





February 2020

Trees need a hug too!



sample



Extra February 2020

Cupid had a long day! His washable diaper needs attention.





March 2020

Make a leprechaun from used material.

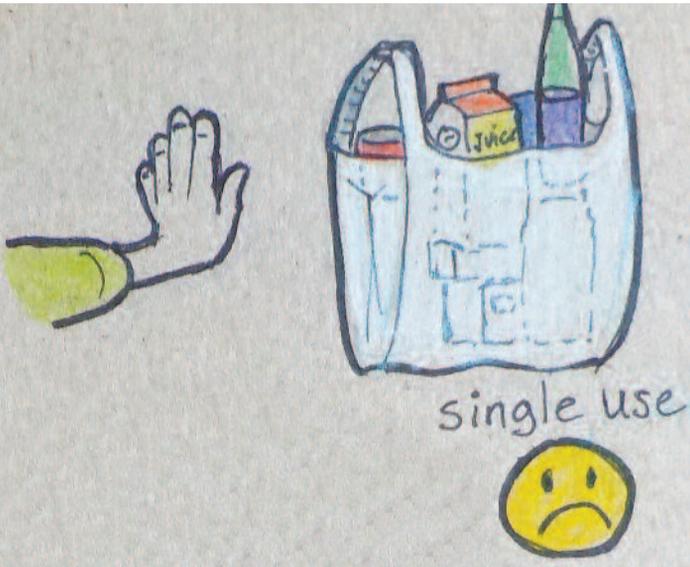




**April 2020**

Drone grocery shopping? During the Covid-19 pandemic, some were concerned about visiting a grocery store.





May 2020

A new use for yard waste paper bags.

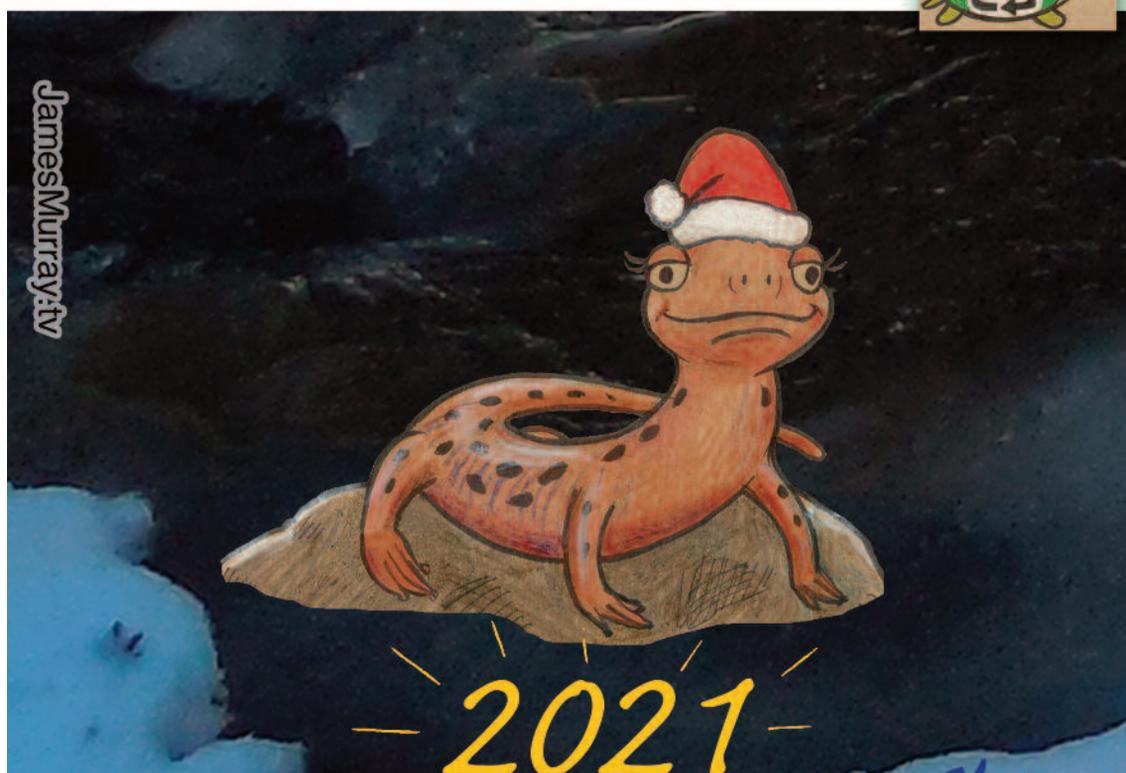




Summer 2020

Respect wildlife.





January 2021

**Go with the flow in 2021!!**

Although stream salamanders hibernate in the winter months, "Hope", the small but mighty cartoon salamander has made a special appearance for the holidays and New Years 2021. "Hope" is a survivor. You are survivor in the pandemic.



Two wildlife amphibian species, the Northern Dusky Salamander and the Two-lined Salamander inhabit the brook that flows through my family's forest property in the Eastern Townships of Quebec, Canada. The brook empties into international Lake Memphremagog which is a source of drinking water for more than 175,000 people.





© James Murray 2021



## February 2021

### New Uses

If you wear disposable masks...





## Extra February 2021

### More Uses





March 2021

After watching the TV documentary series *Kingdom of the Polar Bears* on *The Nature of Things*, I was inspired to create a cartoon of a polar bear mom and her den. The drawing shows my concern for the polar bears and their survival.





April 2021

Earth Days

Solar power for a bicycle.

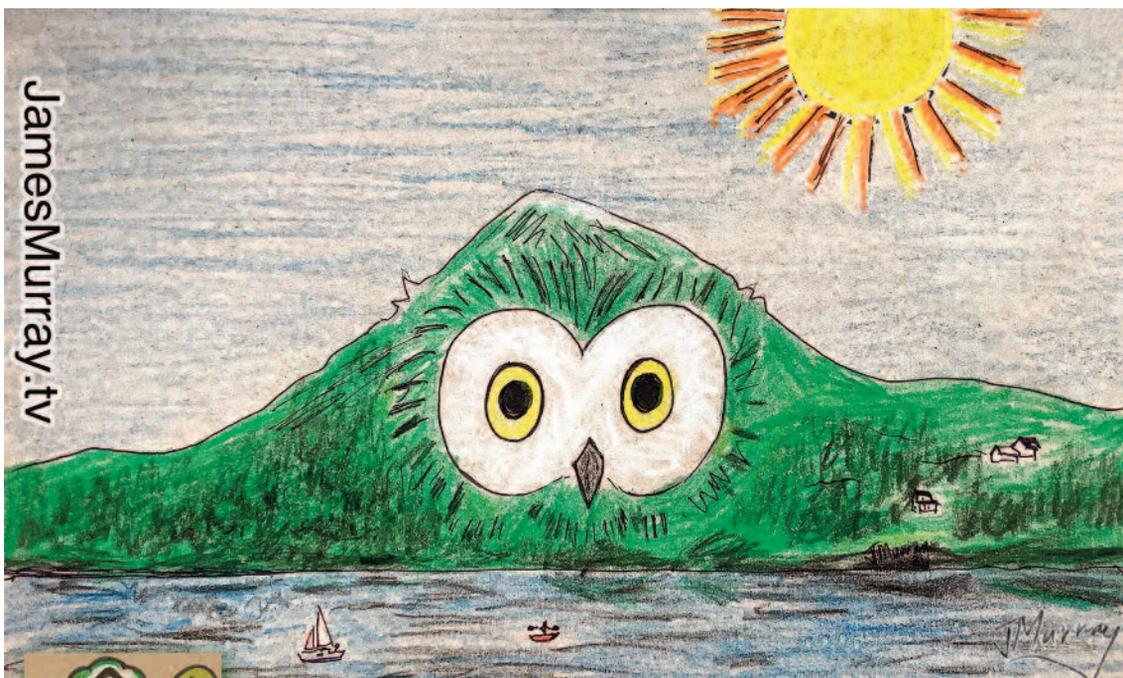




**May 2021**

A wildlife passage is an option for wildlife. And beware of potholes.



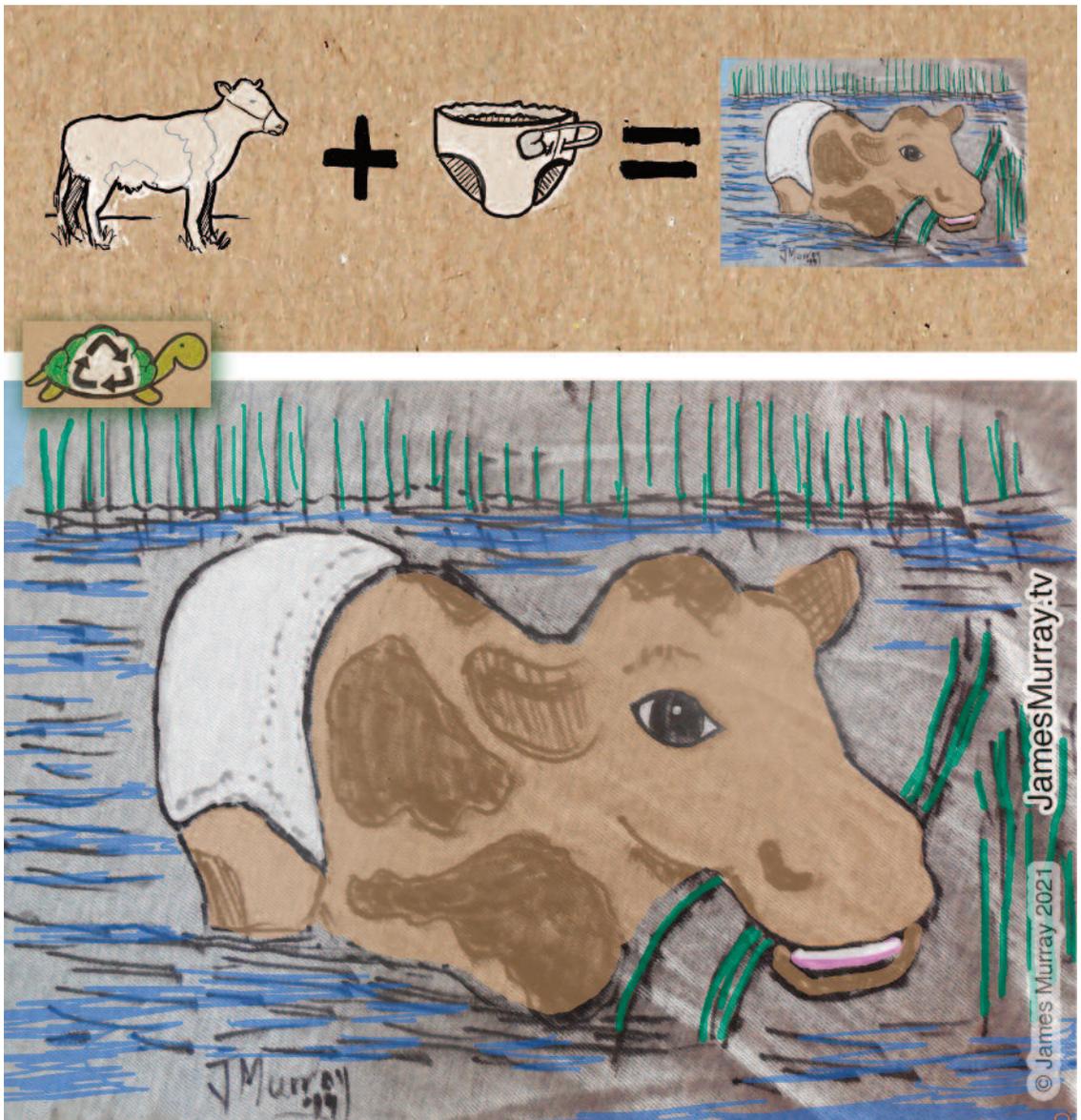


June 2021

Hoot!

Save our mountains and lakes! The impact of development.





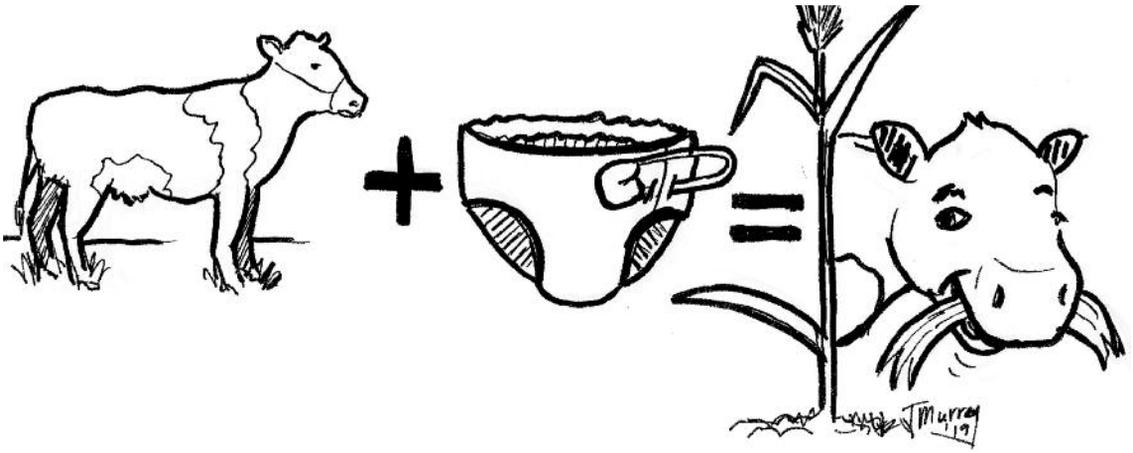
July 2021

## Report exotic or alien invasive species!

These are plants and animals that are non-native and have a negative impact on native ecosystems, habitats and species. I have volunteered in efforts to control aquatic invasive plants. The idea for this cartoon came as I was removing common reed; I envisioned a cow helping :)

Note: This cartoon was created on an old t-shirt.

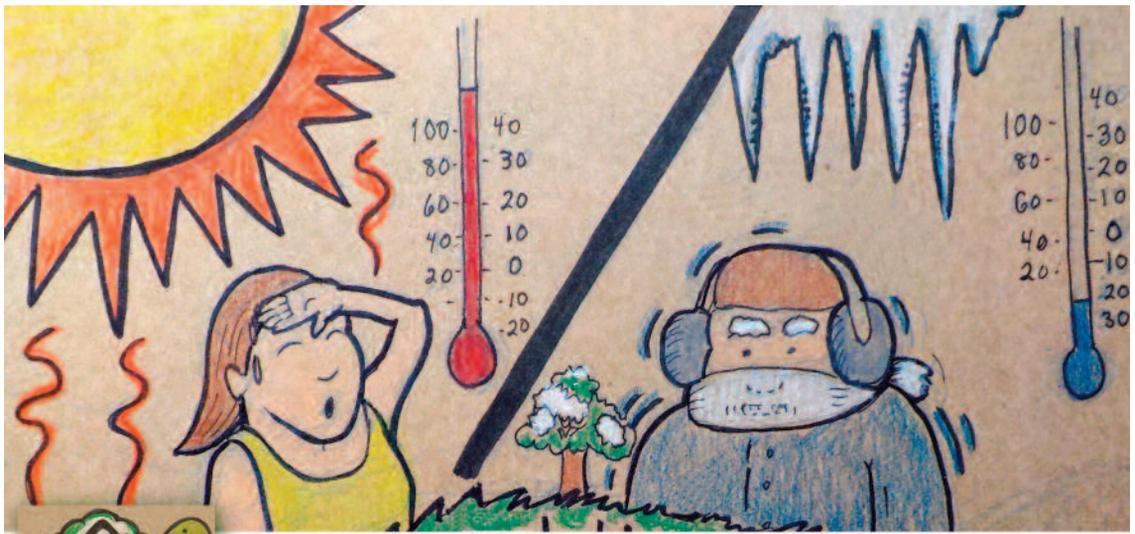




Original, unedited art for the July 2021 cartoon.

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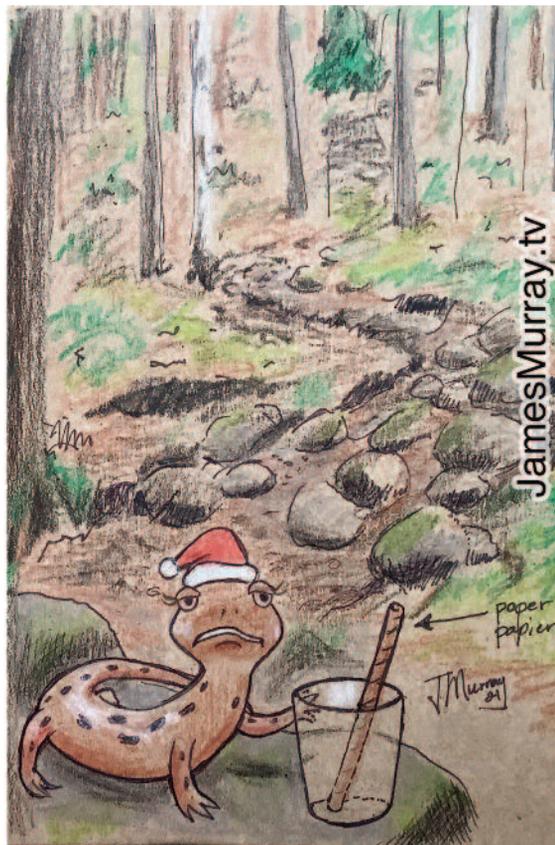
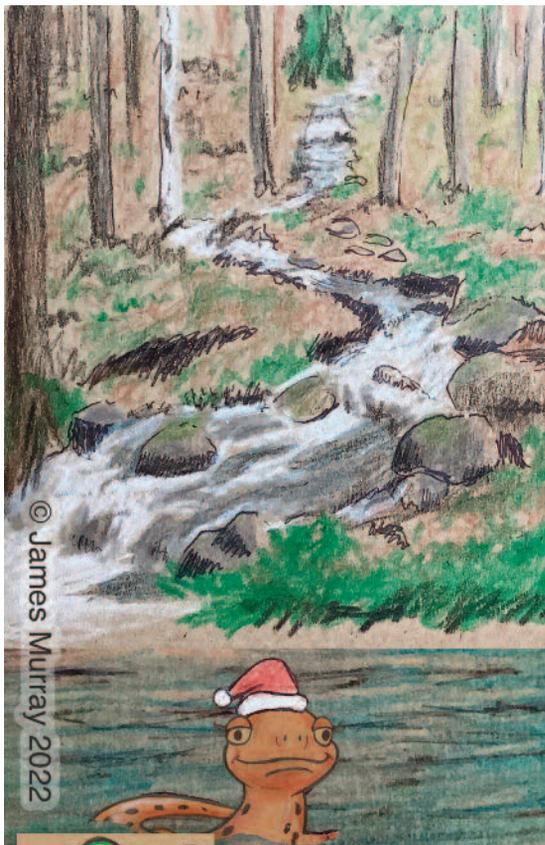


## Autumn 2021

### Earthen Homes

As we address climate change, consider a home made of earth-based materials, like clay, sand, and straw. We have been building them for thousands of years.





## December 2021

Keep Healthy and our planet healthy!!  
We are all experiencing extreme weather. Our salamander friend "Hope" is an inspiration. She survived 2021 despite an unusually dry brook where she lives. Water is life.



This is the end of the sample.

Contact James about the availability of the book.

Visit <https://jamesmurray.tv/>

