

## Hollywood backs UN campaign in push for world leaders to sign climate change pact



18 September 2009 – A major Hollywood actor and director take starring roles in a United Nations public service announcement campaign launched today, aimed at compelling world leaders to “seal the deal” on a greenhouse gas emissions treaty at a climate change conference later this year.

Directed by Jeffrey Nachmanoff, co-writer of the apocalyptic science-fiction blockbuster film – “The Day After Tomorrow” – which depicts catastrophic effects of global warming, the series of videos urge viewers to sign the online Climate Petition .

The announcements were shot in six locations across four continents and feature Don Cheadle, the star of Hotel Rwanda, a film based on the true story of a man who saved hundreds of lives during the 1994 genocide in the African country.

“The series is aimed at promoting public awareness and catalyzing action at the highest and humblest level to boost the prospects for a wide-ranging and transformative agreement at a crucial UN climate convention meeting in Copenhagen, Denmark in less than 80 days,” said UN Environment Programme (**UNEP**) Executive Director Achim Steiner.

The conference in December brings together world leaders in a bid to agree an ambitious and far-reaching successor pact to the 1997 Kyoto Protocol, an international treaty setting greenhouse gas emission limits.

Also included in the announcements is world class violinist and UN Messenger of Peace Midori Goto, who said she was happy to lend her voice to those concerned about climate change.

Ms. Goto spotlighted the newly-appointed Prime Minister of Japan’ commitment to make substantial reductions in greenhouse gas emissions.

“We can act together to bring meaningful changes to our lives and to our environment,” she said. “Let’s sign the climate petition and let our voices be heard.”

Other videos in the series – released at the start of Global Climate Week, 21 to 25 September – are presented by President Mohamed Nasheed of the Maldives; Nobel Laureate

for Peace Wangari Maathai; Animal Planet presenter and environmentalist Phillippe Cousteau; and wildlife film maker Saba Douglas-Hamilton.

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