



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente
Программа Организации Объединенных Наций по окружающей среде برنامج الأمم المتحدة للبيئة

联合国环境规划署



CHAMPIONS
OF THE EARTH

Pioneering Head of State, African Music Legend and Modern-day Jules Verne Set to Receive UN's Flagship Environmental Award

Ceremony to follow High-level Debate on Green Economy

UNEP Goodwill Ambassadors Gisele Bündchen and Don Cheadle to Host Awards Ceremony in New York

What do a head of state, adventurer, chemicals campaigner, green entrepreneur and a world-famous performer have in common? All five are among the winners of the UN Environment Programme's *Champions of the Earth* award and will be honoured at a major ceremony in New York on **Tuesday, 10 May 2011**.

From using green technology to cut air pollution in China, to tackling the impact of toxic chemicals in Eastern Europe or crossing the globe to fly the flag for solar power, this year's *Champions* laureates are environmental leaders and innovators from all corners of the globe.

UNEP Goodwill Ambassadors Gisele Bündchen and Don Cheadle will host the award ceremony at the American Museum of Natural History.

The day's events will also include *Getting to Grips with the Green Economy*: a high-level policy dialogue exploring the benefits and challenges of a global transition to a low-carbon, resource-efficient economy. Champions of the Earth laureates past and present will debate the Green Economy with UNEP Executive Director Achim Steiner and other guests.

Journalists are invited to attend all events as outlined below. Interviews with Champions of the Earth Award Winners and VIP guests will be available on request.

LG Electronics is the corporate sponsor of the *Champions of the Earth* award.

To confirm attendance, visit www.unep.org/champions and complete the accreditation form.

For more information, please contact:

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PROGRAMME – 10 May 2011

1) Champions of the Earth press conference:

Venue: Powerhouse, American Museum of Natural History, Columbus Avenue, West 79th Street, New York City

Time: 16.15 – 17.15

Participants: Champions of the Earth laureates (including Head of State from the Latin American region)
Achim Steiner, UNEP Executive Director

2) Getting to Grips with the Green Economy: A high-level policy dialogue

Venue: Powerhouse, American Museum of Natural History, Columbus Avenue, West 79th Street, New York City

Time: 17.30 – 18.30

Participants: Champions of the Earth laureates
Achim Steiner, UNEP Executive Director
Elizabeth Thompson, Executive Coordinator, UN Conference on Sustainable Development (Rio+20)

3) Champions of the Earth Award Ceremony

Venue: Milstein Hall of Ocean Life, American Museum of Natural History. Entrance from the Rose Centre for Earth and Space on 81st Street between Central Park West and Columbus Avenue.

Time: 19.30 – 22.00

ENDS