



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



Invitation to Press Conference & Media Event **UPDATED SCHEDULE**

**UN Announces Premier Global Environmental Awards
American Museum of Natural History, New York, 10 May 2011**

**President Calderon of Mexico and UNEP Director Steiner among
Speakers at Press Event**

**Supermodel Gisele Bündchen and Oscar Nominee Don Cheadle
to Host Awards Ceremony**

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 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 events as outlined below. Interviews with Champions of the Earth Award Winners and VIP guests will be available on request.

To confirm attendance and for more information, please contact:

In New York:

Shreem Zorba, Head of News Desk,

Tel: +1 917 275 2252 or E-mail unepnewsdesk@unep.org

Jim Sniffen

Tel: +1-212-963-8094/8210 or E-mail: sniffenj@un.org

PROGRAMME – 10 May 2011

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

Time: 17.30 – 18.30

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

Participants: Champions of the Earth laureates
Achim Steiner, UNEP Executive Director
Elizabeth Thompson, Executive Coordinator, UN Conference on Sustainable Development (Rio+20)
Rafael Elvira Quesada, Secretary of the Environment and Natural Resources of Mexico

2) PRESS CONFERENCE & PHOTO OP

Time: 18.45 – 19.15

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

Speakers: H.E. President Calderon of Mexico and Champions of the Earth laureates from Benin, China, Russia, Switzerland
Achim Steiner, UNEP Executive Director
Gisele Bündchen, UNEP Goodwill Ambassador (to joint at Photo Op)

3) Champions of the Earth Award Ceremony

19.30 - 22.00

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.

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