



NEWS RELEASE—FOR IMMEDIATE RELEASE

OTTAWANS INVITED TO SIGN BANNERS IN SUPPORT OF GLOBAL CLIMATE CHANGE CAMPAIGN

Ottawa is the first planned United Nations international “Seal the Deal!” event in Canada

Tuesday, September 8, 2009, Ottawa, Ontario -- Ottawa residents are invited to gather in the Eaton Court at the Rideau Centre tomorrow, Wednesday, September 9th between 11:30 a.m. to 2:00 p.m. to sign a banner calling on governments to find an effective solution to the issue of climate change at the upcoming United Nations Climate Change conference, to be held in Copenhagen from December 7 to 18, 2009.

To explain the importance of sealing the deal, a news conference featuring Amy Fraenkel, Director of the United Nations Environment Programme’s Regional Office for North America (UNEP RONA), Dr. Roberta Bondar, Canada’s first female astronaut and environmentalist, and Stuart Hickox, Founder and Executive Director of the non-profit organization One Change, will also be held in the Eaton Court between 12:20-12:40 pm.

The banner signing is part of the United Nations’ global campaign, called “*Seal the Deal!*” which aims to encourage governments to achieve a fair, balanced and effective climate agreement when they meet in Copenhagen. The United Nations Environment Programme is gathering signatures around the world on a number of large banners that will then be stitched together and hung at the conference. Tomorrow’s event is the first planned “*Seal the Deal!*” event in Canada.

“Our hope is that the thousands of signatures we collect in Ottawa and around the world, as well as those we’ve already collected online, will help prompt governments to achieve a strong agreement in Copenhagen that will power green growth, protect our planet and build a more sustainable, prosperous global economy that will benefit all nations and people,” said Amy Fraenkel.

Tomorrow’s event is being co-hosted by the United Nations Environment Programme and One Change, the Ottawa-based environmental organization responsible for the successful Canada-wide campaign Project Porchlight as well as the One Change: Fuel pilot campaign.

“One Change is very pleased to partner with UNEP for the “*Seal the Deal!*” event,” said Stuart Hickox. “As demonstrated by our awareness campaigns, we firmly believe that real change can happen through simple actions, like the simple act of signing this declaration of support,” he added.

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About the United Nations Environment Programme (UNEP)

The United Nations Environment Programme, established in 1972, is the authority on the environment in the UN system, providing a forum for governments to make and enforce rules to protect the world's natural resources. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

UNEP's work includes:

- Assessing global, regional and national environmental conditions and trends.
- Developing international and national environmental agreements and legal instruments.
- Strengthening institutions for the wise management of the environment.
- Integrating economic development and environmental protection.
- Facilitating the transfer of knowledge and technology for sustainable development.
- Encouraging new partnerships and approaches within civil society and the private sector.

The Regional Office for North America (RONA), located in Washington, D.C., is one of six regional offices for the United Nations Environment Programme (UNEP). RONA's mission is to foster cooperation on environmental issues in North America, thereby promoting effective responses to global environmental challenges. RONA's strategy to achieve these goals includes promoting collaboration between UNEP and various sectors of North American society, facilitating the participation of the region in UNEP-sponsored global events and activities, developing environmental education initiatives, and organizing environmental awareness-raising campaigns.

About One Change

Our Mission: One Change empowers people to believe that simple actions matter and to make smart choices that protect the environment. With headquarters in Ottawa, the award-winning environmental non-profit organization has campaign offices in locations throughout Canada and the United States.

One Change delivers innovative community-based social marketing campaigns aimed at encouraging people to adopt environmentally-friendly behaviours, including its flagship energy efficiency campaign - Project Porchlight. Almost 3 million free compact fluorescent light (CFL) bulbs have been delivered by 11,500 volunteers to residents in over 900 cities and towns across North America.

With successful campaigns completed in Ontario, Saskatchewan, Alberta, British Columbia, Yukon and Vermont, Project Porchlight is shifting its focus to New Jersey—where a 1 million bulb campaign is in full swing—and to Washington State—where a collaborative new campaign has taken off this summer.

But One Change is about more than light bulbs. One Change recently launched an innovative new pilot campaign to help drivers improve their fuel efficiency, save money and reduce greenhouse gas emissions and air pollution. The One Change: Fuel pilot campaign kicked off at SuperEX on August 20th and runs until the end of September. Ottawa residents can attend one of nine free Tire Pressure Clinics at participating Canadian Tire stores. Visit: www.onechange.org/fuel for event dates and information.