

FOR IMMEDIATE RELEASE

[Name of your school/college] pledges to go green!

[name of your school/college] has signed up to the 10:10 campaign and pledged to reduce its carbon emissions by 10% over the next year.

Students from the campaigning network People & Planet have convinced their school/college[delete as appropriate] to make the pledge after organising their own activities to raise awareness about climate change. [name of school/college] has joined over 1300 schools and colleges all pledging to do their part during 2010 as part of a fast-growing national campaign.

Everyone at [name of your school/college] got involved in saving the planet last week as part of Go Green Week 2010, a national week of action organised by People & Planet. Students [whatever you did for Go Green Week, and any details], and collected signatures urging [name of your Principal or Headteacher] to do their part by committing the school/college to ambitious action.

[Your name], a member of [your school/college]'s People & Planet group, said:

“This year is make or break for climate change. We wanted to show our school what’s possible with a few simple changes during Go Green Week. It’s our future that’s at stake so we want our school to do its part by joining 10:10.”

[OR/AND]

[Name of your headteacher/principal], head of [name of school/college] said:

“[ask your school or college for an official comment about their commitment to Go Green and cutting 10% by 2010]”

ENDS

Notes for the Editor

People & Planet is the UK’s largest network of student campaigners, taking action on world poverty, human rights and the environment (<http://peopleandplanet.org/gogreenweek>)

10:10 is an ambitious project to unite every sector of British society behind one simple idea: that by working together we can achieve a 10% cut in the UK’s carbon emissions in 2010. (<http://www.1010uk.org/>)