

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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### **Celebrities go green for Gore**

Hollyoaks actress Bronagh Waugh and Veuve Clicquot Business Woman of the Year, Laura Tenison, take up the call to action on climate change.

**“Today, climate change is no longer a prediction: It’s a reality.” Al Gore**

Celebrities and business leaders have responded to Al Gore’s new climate change campaign, 24 Hours of Reality, by encouraging people to answer the calls to action set out by environmental charity Global Action Plan.

The actress **Bronagh Waugh**, known for her part in **Hollyoaks**, shows how going green can be easy and lead to a healthier lifestyle with the environmental weightwatchers programme EcoTeams - which brings people together to explore the issues of travel, energy, waste, food and water.



**“EcoTeams has been amazing – it’s given me perspective on what I can do about climate change. I started making simple changes to my routine like cycling to work and buying less packaged food, and before I knew it, I was living a greener lifestyle.”**

Start your own EcoTeam at <http://www.globalactionplan.org.uk/ecoteams>. Watch Bronagh in action on our You Tube channel: <http://www.youtube.com/user/GlobalActionPlanUK>



**Laura Tenison MBE, MD JoJo Maman Bébé and Veuve Cliquot Business Woman of the Year 2010**, will be engaging her employees in Al Gore's campaign to ensure sustainability is core to her business.

**“With Global Action Plan’s advice we will be taking time out of business hours to engage our teams in our on-going move to become more sustainable. The Al Gore slide show will offer us a focal point to discussing how JoJo Maman Bébé and our teams can progress our sensible environmental policies.”**

Due to strengthen the climate change debate and seriously challenge skeptics, Al Gore's follow up to An Inconvenient Truth launched around the globe with events every hour in a different time zone over 24 hours – drawing to a close in the early hours of this morning. With even more concrete evidence under the belt, it's time for the next phase of taking action and celebrities are leading the way.

Selected as Climate Reality's UK delivery partner, Global Action Plan is providing local solutions through issuing calls to action which businesses, school, communities and individuals can take part in.

For more information and to get involved, go to <http://www.globalactionplan.org.uk/24-hours-reality>.

**“24 Hours of Reality will be a catalyst for action at work and at home. As the UK partner, Global Action Plan will make it easy for people to deliver tangible change within their community and help solve the climate crisis.” Trewin Restorick, CEO, Global Action Plan.**

#### **Notes to Editors**

Bronagh, Laura and Trewin are available for print, broadcast and radio interviews.

For further information, contact Marketing on 020 7420 4444, or email [marketing@globalactionplan.org.uk](mailto:marketing@globalactionplan.org.uk).

**Link to the live London broadcast:**



[Watch the UK 24 Hours of Reality broadcast.](#)

### **About Global Action Plan**

Global Action Plan is the UK's leading environmental behaviour change organisation and, since 1993, has helped businesses, schools, and communities reduce their carbon footprint to positively impact on the environment. Global Action Plan consistently achieves significant environmental and financial savings in the UK by empowering people to take action on energy, waste, water and transport. Global Action Plan is the only charity in the UK to be supported by the United Nations Environment Programme. <http://www.globalactionplan.org.uk>  
<http://www.twitter.com/globalactplan>

### **About The Climate Reality Project**

Founded and chaired by Al Gore, Nobel Laureate and former Vice President of the United States, The Climate Reality Project has more than 5 million members and supporters worldwide. It is guided by one simple truth: The climate crisis is real and we know how to solve it. The Climate Reality Project is bringing the facts about the climate crisis into the mainstream and engaging the public in conversation about how to solve it. We help citizens around the world discover the truth and take meaningful steps to bring about change. [www.climaterealityproject.org](http://www.climaterealityproject.org)

### **About Trewin Restorick**

Trewin is the CEO of independent environmental charity, which he founded in 1993. Trewin is the Chair of the Environmental IT Leadership Team (EILT), sits on the Defra Third Sector Advisory Board, is a trustee for Sustainability and Environmental Education, and co-chaired Defra's Compact Group which won the National Compact Award for Excellence. Trewin has been trained as a Presenter for Al Gore's Climate Reality Project and is a frequent media commentator on environmental issues appearing on Channel 4 News, Sky News, BBC Breakfast. Trewin is a regular contributor to the Guardian's Sustainable Business network.