



ECO-NEWS

350 Climate Action Campaign

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As many of you know, this December 6th to 18th, our world's leaders will meet in Copenhagen, Denmark to draft a new international treaty on cutting greenhouse gas (ghg) emissions to succeed the Kyoto Protocol (which expires in 2012).

There is a global concern that the decisions made by our leaders in the drafting of this treaty will not reflect the interests of the world's citizens or the severity of the current climate crisis. So people around the world are banding together through an international movement called 350 to rally the masses and demand stronger action on climate change.

The 350 movement calls for individuals and groups to organize creative actions before or on October 24th that incorporate the number 350. 350 was chosen as a symbol for the campaign, partly because some leading scientists have identified 350 parts per million as the safe upper limit of CO₂ in our atmosphere, and partly because the number is short, catchy and has the potential to create a buzz.

So far, regions in over 110 countries have planned 350 actions for October 24th - including Prince Edward Island. A coalition of PEI-based environmental and community organizations will soon launch the \$3.50 Challenge, calling on students from all over the Island to collect as many donations of \$3.50 as they can. The money raised from through this campaign will go toward improving energy efficiency and reducing fuel costs for low-income families.



The \$3.50 Challenge will culminate on October 24th with a big fund and awareness raising event (further details coming soon)! For more information or to get involved, contact campaign coordinator, Julia Bubrin at jbubrin@gmail.com, or check out the 350 website at www.350.org.