



Real action on climate change

32 Charles Rowan House
Margery Street
London
WC1X 0EH

Tel: +44 (0)7876 130 352
Mail: info@sandbag.org.uk
Web: www.sandbag.org.uk

PRESS RELEASE

For immediate release: 5th December 2008

Last year the Christmas gift that showed you care was a goat. This year, it's a sandbag. Not an actual hessian sack full of sand but a virtual sandbag that will help reduce the threat of global climate change.

Sandbag is a new not-for-profit organisation empowering individuals to make a real and significant difference in the battle to reduce climate change which threatens to raise sea levels and increase storm damage. So buying a virtual sandbag today helps reduce the risk of needing real ones in the future.

Thanks to new EU regulations, the rights to emit pollution leading to global warming can now be bought and sold. And anyone can buy them and destroy them so they don't get used. By joining **Sandbag** everyone can directly reduce greenhouse gases.

For just £25, one tonne less carbon dioxide enters the atmosphere. That's equivalent to switching off 60 light bulbs for a year or not driving 3,000 miles.

Last Christmas, an estimated £50 million was wasted on unwanted gifts. This Christmas you can give something that anyone who loves this world will love.

Bryony Worthington, Founder of Sandbag, says: "The power to reduce the threat of climate change is now in our hands. Give your loved one a virtual sandbag this Christmas and in the future we won't need so many of the real thing."

Speaking at Sandbag's launch, **Bianca Jagger**, Chair of the World Future Council, said: "Barack Obama called climate change 'one of the greatest moral challenges of our generation'. He was absolutely right. Our lives and the lives of our children and their children



32 Charles Rowan House
Margery Street
London
WC1X 0EH

Tel: +44 (0)7876 130 352
Mail: info@sandbag.org.uk
Web: www.sandbag.org.uk

are at stake. We are already running the risk of condemning future generations to the ravages of global warming. If we do not act now, the battle will be lost.”

If you send someone a **Sandbag** this Christmas, they will receive an attractive greetings card and personalised message and, within six months, they will receive notification of the unique ID number of the permit which has been cancelled in their name. Gifts are available now from the **Sandbag** website (www.sandbag.org.uk).

Notes to Editors:

1. Sandbag is a new web-based campaign to help individuals take real action against the threat of climate change. It works by buying up carbon permits which are currently available in the carbon emissions trading scheme. Sandbag was launched on Sept 16th 2008
2. For more information please call 07876 130 352, visit sandbag.org.uk or email: info@sandbag.org.uk. For press enquiries, call Jo Moulds on 020 7359 7961, 07968 801467 or email jo@sandbag.org.uk.
3. Why 'Sandbag'? Increasing global temperatures will lead to higher sea levels and more severe weather. Sandbags are a traditional form of self defence against threats – our campaign is a way of defending ourselves against the threat of climate change so that we will need fewer real sandbags in the future
4. About the organisation: Sandbag is registered as a not-for-profit Community Interest Company in the UK. The founder Bryony Worthington is an experienced campaigner in the field of climate change and an expert in emissions trading policy. She previously set up the Friends of the Earth 'Big Ask' campaign, worked inside Government on the drafting of the Climate Change Bill and acted as a climate change adviser to a leading UK energy company
5. Sandbag is a member of The Guardian Environment Network
6. Read more about the Sandbag campaign at:
<http://www.guardian.co.uk/environment/2008/sep/12/carbonemissions.carbonoffsetprojects>
Guardian weekly science podcast:
<http://www.guardian.co.uk/science/audio/2008/jun/23/science.weekly.podcast>
7. Sandbag in pictures:



Real action on climate change

32 Charles Rowan House
Margery Street
London
WC1X 0EH

Tel: +44 (0)7876 130 352
Mail: info@sandbag.org.uk
Web: www.sandbag.org.uk

