

Media Alert

For Immediate Release

June 9, 2008

Contact: Victoria Loorz, 805-200-8747

116 San Clemente Street

Ventura, CA 93001



Sea Level Awareness Project (S.L.A.P.) Installation Youth Environmentalists Awaken Ventura to Effects of Global Warming Sunday, June 29, 2008 1-3 p.m.

WHAT

Global Warming Youth Rally

Nearly 100 local youth will gather at city hall and march down to the Promenade to install ten SLAP (Sea Level Awareness Project) poles, warning Ventura of the effects of sea level rise due to global warming. A rally will follow with local youth rock bands and speakers to focus Ventura on the issues of global warming and what we can be doing about it as a community.

Admission is free; event is open to the community.

WHEN

1:00 p.m. - 3:00 p.m.

Sunday, June 29

WHERE

Promenade Park, near Surfer's Point in Ventura

WHO

SLAP is a project of Kids vs Global Warming, founded by 14 year old Alec Loorz, a student of Ventura Charter School of Arts and Global Education. He and his team of over 40 middle school students have created the project over the past year with support from the City of Ventura and the Green Building Council of Ventura County.

Event highlights:

The Global Warming Youth Rally is an environmental activist event, educational opportunity, festival of youth musicians, and convocation of local officials and youth concerned about global warming. The central focus of the event is the installation of ten SLAP poles along the Ventura Promenade. SLAP stands for Sea Level Awareness Project, a year-long effort of Kids vs Global Warming to install 8 foot poles throughout the city, awakening Ventura to the impact of a predicted 7 meter sea level rise if Greenland should melt. The first 10 poles will be installed on June 29, along the Promenade, from Ventura Pier to Surfer's Point, with enthusiastic support from the City of Ventura.

At 1 pm, the kids will install ten S.L.A.P. poles, which focus on raising awareness about global warming and inspiring specific action to reduce our city's carbon footprint. Then, they'll gather at Promenade Park for an hour and a half long event featuring local youth rock bands and speakers on global warming.

Kids vs Global Warming will sponsor a booth that will sell tee shirts and bumper stickers, offer a Declaration of Independence from Coal and Oil to be signed by the youth of Ventura, as well as information about sea level rise, the SLAP project, and specific actions that can be taken to slow the rate of global warming. All funds raised will support the non-profit venture.

For more information:

Victoria Loorz, co-founder Kids vs Global Warming, 805-200-8747

This alert is available at www.SLAPventura.com

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