

*Our mission*

To inspire, align, and mobilize action in response to the climate crisis. We work with business, government, youth and the broader community to advance practical, science-based solutions for significant greenhouse gas emission reductions.

Contact [www.climateprotection.org](http://www.climateprotection.org) P.O. Box 3785, Santa Rosa, CA 95402 707-525-1665

**\*\*\* Media Advisory \*\*\***

Contact: Amy Jolly  
ECO<sub>2</sub>school Program Manager  
707-525-1665, x119  
707-696-2129  
[eco2school@climateprotection.org](mailto:eco2school@climateprotection.org)

## **Students to Kick Off ECO<sub>2</sub>school Program at (Name) High School**

**When:**  
**Day, Date, Time**

**Where:**  
**(Name) High School auditorium**  
**address**  
**city, CA zip code**

**What:**  
The Green Club of **(name)** High School will kick off its ECO<sub>2</sub>school program with an all school assembly.

The goal of the program is to get students to look at the greenhouse gas emissions created by their school commutes, then support students in taking positive actions to reduce their carbon footprints by traveling to school in more environmentally friendly ways – walking, biking or carpooling. Student leaders are taking charge to educate and empower each other in taking action to preserve the world we live in.

To reach these goals student leaders **(name)** and **(name)**, the Green Club president and secretary, along with **(name)**, their teacher advisor, have built a campus coalition of teachers, students and community members to educate and inspire their fellow students. The AP statistics class will be surveying students before and after the campaign to figure out the school's carbon footprint and the reductions resulting from the campaign. Students can earn prizes and medals by tracking their green miles online. The grand prize is a Trek 820 mountain bike.

In addition to the assembly, there will be a rally on **(date)** featuring the bike blender and on **(date)** there will be slow races during lunch from **(time-time)**.

### **Background**

ECO<sub>2</sub>school is a program sponsored by the Center for Climate Protection to develop student leadership and encourage positive action in response to the climate crisis. This

The logo for the Center for Climate Protection features a vertical stack of four colored bars: yellow at the top, followed by blue, light blue, and green at the bottom. The text "center for climate protection" is written in white, lowercase letters across the blue and light blue bars.

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award-winning program is in high schools across Sonoma County. What makes this program unique is that ECO<sub>2</sub>school makes the connection between global issues and individual behavior and works with classes, clubs and student leaders to develop a comprehensive climate literacy program that focuses on student leadership and empowerment.