



**For Immediate Release  
October 19, 2009**

**Contact:** Leora Rosner  
06 1120 1199  
leora@klimaatmarsen.nl

## **3,000 Climate Actions Worldwide MOVE YOUR FEET TO BEAT THE HEAT! *Dr James Hansen to speak on Museumplein***

This Saturday October 24th is set to be the largest day of climate change activism ever. Over 3000 events are held simultaneously in 160 countries to urge world leaders to take bold and immediate steps to address climate change and reduce the level of carbon dioxide in the atmosphere to below 350 parts per million. Scientists have insisted in recent reports that 350ppm is the highest safe level of carbon dioxide in the atmosphere.

Amsterdam will also be a part of this global day. Led by [KlimaatMarsen.nl](http://KlimaatMarsen.nl), more than 350 people will gather at 12pm on Museumplein for a creative demonstration calling on Jan Peter Balkenende to be a climate leader – phasing out coal, cutting emissions rapidly, and supporting developing countries in their climate adaptation and mitigation needs.

"This event is a great opportunity for Netherlands citizens to raise their voices - and move their feet - about climate change, and to make sure that the government hears us," said organiser Leora Rosner. "I have an 18 year old daughter, and I want to ensure that the government acts today, to ensure that her generation has a safe future tomorrow."

Organizers report that the event will be original - involving dancing 'the charleston', a big-band performance, a crowd photo in the shape of the number '350' taken from the top of the Van Gogh Museum, and will conclude with inspirational speakers – including Dr James Hansen, the US climate scientist who first advanced the 350ppm limit, as well as Wijnand Duyvendak of the Copenhagen Coalition and Meike Baretta of Greenpeace. After the festivities at Museumplein, participants will be invited to join a colorful march through the city to the Lieverdje at the Spui.

Dr Hansen is director of the NASA Goddard Institute for Space Studies (GISS) and has testified before the US Congress and the Dutch Parliament about the threat of climate change. In 2008 he appeared as an expert witness in a high-profile UK court case, successfully defending Greenpeace activists. He was recently arrested in the US during a nonviolent protest against the coal industry.

Other actions planned around the world on October 24 include 350 scuba-divers off the coast of the low-lying Maldives, a 350 flag planted on the melting slopes of Mount Everest, and using solar cookers to cook 350 paellas in Spain.

These global actions come six weeks before the world's nations convene in Copenhagen for the United Nations Climate Change Conference to draw up a new climate treaty. The poorest and most vulnerable nations are calling for a 350ppm target to be agreed to there.

"We are calling on Prime Minister Balkenende to show his 'stewardship' of the Netherlands by being a strong and effective climate leader in Copenhagen, and we invite all of the Netherlands – young and old – to come out and join us. It will be a great day for the whole family," said Ms Rosner.

The October 24 event is part of a series of climate events planned by the Dutch environmental movement in coming months, which will culminate in the momentous 'Beat The Heat Now!' at the Jaarbeurs in Utrecht on December 12, to coincide with the Copenhagen climate talks.

**High-resolution images are available free for editorial use at:**

<http://www.flickr.com/photos/350org/sets/72157605464893792/>

#### **MORE INFORMATION:**

Images of the Amsterdam event, along with others all around the world, will be updated live at [www.350.org](http://www.350.org) and presented to the UN the following Monday.

[www.klimaatmarsen.nl](http://www.klimaatmarsen.nl) will also host a photostream of the event.

#### **ABOUT KLIMAATMARSEN.NL**

[Klimaatmarsen.nl](http://www.klimaatmarsen.nl) has a mission to create events in which ordinary citizens can visibly and publicly express their concern about the threat of climate change, at the same time strengthening the networks connecting these individuals and the organizations that they take part in.

The participants in these marches share a great concern about the worldwide environment, the immense energy consumption, and the threat of (already ongoing) climate change, for example global warming, more powerful storms, and other severe weather conditions such as droughts. They believe that action is urgent now and are collecting petition signatures to be delivered to Prime Minister Balkenende before the Copenhagen climate talks.

[www.klimaatmarsen.nl](http://www.klimaatmarsen.nl)

#### **ABOUT 350.ORG**

Founded by author and environmentalist Bill McKibben, [350.org](http://www.350.org) is the first large-scale grassroots global campaign against climate change. Its supporters include leading scientists, the governments of 92 countries, and a huge variety of environmental, health, development, and religious NGOs. All agree that current atmospheric levels of CO<sub>2</sub> – 390 parts per million – are causing damage to the planet and to its most vulnerable people, and that government action at the Copenhagen climate conference is required to bring the earth's carbon level swiftly down to 350 ppm.

350.org is a member of TckTckTck – a global alliance of faith groups, non-governmental organizations, trade unions, and over a million individuals calling for a fair, ambitious, and binding international climate change treaty.

For more information, visit [www.350.org](http://www.350.org).

