

**MEDIA ADVISORY for SATURDAY, MARCH 1, 2014**

**FOR IMMEDIATE RELEASE**

February 27, 2014

**CONTACT**

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**“GREAT MARCH FOR CLIMATE ACTION”  
LAUNCHING FROM PORT OF LA  
Press Briefing and Rally: “Climate Change is Personal”**

**LOS ANGELES** – Thousands of Southern Californians are expected to attend as the Great March for Climate Action launches from the shadow of the Wilmington Oil Refinery at the Port of Los Angeles and heads to downtown Los Angeles. Nearly a hundred of those have signed up to walk 14 miles a day, for eight straight months, on a journey that adds up to nearly 3,000 miles, ending in Washington D.C. in time for the November mid-term elections. **The goal:** energize everyday people to make addressing the climate crisis a high priority all across the country.

Ed Fallon, founder of the Great March, will join LA Councilmembers Joe Buscaino and Paul Koretz, Mayor Garcetti’s Chief Sustainability Officer, Matt Petersen, reps from launch event organizer SoCal Climate Action Coalition 350, California Nurses Association, Esperanza Community Housing and others to discuss how climate change is becoming personal: the current drought, local fracking and tar sands problems, and the urgency of action to address the climate crisis. Long-time environmental activist and actor, Ed Begley, Jr., will MC the event.

**Highlight: Flash Mob – Children to sing international viral song, “Sing for the Climate.”**

For families, there will be a **Climate Action Fair** (after 2.5 miles) with booths, crafts, games, music and speakers. There will also be an **End-of-Day Celebration** with music for the public at Mercado La Paloma, in the Esperanza neighborhood near USC where the AllenCo oil well was recently shut down. Author and climate activist **Bill McKibben** will have a video message.

Councilmember Paul Koretz said, “The drought is L.A.’s Pearl Harbor moment. These marchers are my heroes, carrying forth our message: We need climate action and we need it now.”

**WHAT:** “Great March for Climate Action” launch event, press briefing and rally

**WHO:** LA City Councilmember **Joe Buscaino** (CD15)  
LA City Councilmember **Paul Koretz** (CD5)  
**Matt Petersen**, LA Mayor Garcetti’s Chief Sustainability Officer  
**Jessica Aldridge**, SoCal Climate Action Coalition 350  
**Monic Uriarte**, Esperanza Community Housing  
**Ed Fallon**, Founder & Director, Great March for Climate Action

**WHEN:** **8:30am - Saturday, March 1, 2014 - RAIN OR SHINE**

**WHERE:** Wilmington Waterfront Park – Great Lawn  
C Street & Bay View Avenue  
Los Angeles Harbor, CA 90744

Great March Los Angeles launch event (17.5 miles): <http://tinyurl.com/ClimateMarchLA>

Climate Action Fair (2.5 mile walk): <http://j.mp/MXiOOy>

Great March for Climate Action (3,000 miles): [climatemarch.org](http://climatemarch.org)

## Climate Action Fair

11:00am – 1:30pm  
Wilmington Athletic Complex  
1650 Figueroa St.  
Wilmington, CA 90744  
\*\*Family activities, Refreshments,  
Information on getting involved  
in making the World Greener and Cleaner\*\*

## End-of-Day Celebration

6pm – 8pm  
Mercado La Paloma  
3655 S. Grand Avenue  
Los Angeles, CA 90007  
\*\*Native American drum ceremony,  
Bands, Bill McKibben video message\*\*

## Climate Disruption Records and Info

In 2013, the planet reached a new record of 400 parts per million of carbon dioxide (CO<sub>2</sub>) in the atmosphere and set weather records around the world, including:

- Death Valley (hottest June temperature ever recorded on Earth ... 129.2°F)
- Antarctica (unofficial coldest temperature ever recorded ... 135.8°F below zero)
- Australia (warmest 10-month period on record)
- Austria (driest July on record) & Spain (wettest March on record)
- Portland, Maine (largest snowfall from a single storm ... 31.9 inches)
- Wichita, Kansas (largest February snowfall ... 21.2 inches)
- China (2<sup>nd</sup> warmest March on record)
- New Zealand (worst drought on record)
- Illinois, Iowa, and Michigan (flooded rivers reached record highs)
- Northeast U.S. (wettest summer on record ... 134 percent of average)
- Philadelphia (rainiest day on record ... 8 inches, mostly in only four hours)
- Worldwide (hottest November on record)
- Wyoming and South Dakota (death of 20,000 cattle due to an early season blizzard)
- Indiana and Illinois (more than 25 tornados in one day)
- Prescott, Arizona (highest number of firefighters killed in forest fire in 80 years - nineteen)
- Colorado (most destructive wildfire in state history)
- El Reno, Oklahoma (widest tornado ever observed in the U.S. ... 2.6 miles wide)
- Northern India (1,000 people killed by flash floods from Cyclone)
- Bangladesh (evacuation of more than a million people due to Cyclone Mahasan)
- Philippines (Typhoon Haiyan killed more than 6,000 people)

As Bill McKibben presents in his new book, Oil & Honey, the United Nations has set a goal of limiting global average warming to 2°Celsius (3.6°F) over pre-industrial revolution levels – at which scientists believe we can avoid the worst effects of climate change.

Putting that figure into carbon dioxide terms, scientists believe that means we can only allow 565 Gigatons more of carbon dioxide into the atmosphere and still have some reasonable hope of staying below 2°C.

Yet, the Carbon Tracker Initiative, in an effort to educate investors about the possible risks that climate change pose to their stock portfolios, combed through proprietary data bases to figure out how much oil, gas and coal the world's major energy companies hold in reserve and found another troubling number:

**The amount of carbon already contained in the proven coal and oil and gas reserves of the fossil-fuel companies -- which means, the amount of fossil fuels we're currently planning to burn -- is 2,795 Gigatons.** Much, much higher than the so-called safe number of 565. In fact, FIVE times higher.