



AL GORE ~ “an inconvenient





nienttruth”

ONE MAN’S PASSIONATE CRUSADE to halt global warming is creating an impact that is resonating around the world. That man is former Vice President Al Gore, who after his unsuccessful bid for the United States Presidency in 2000, embarked on what may be a much more important course – saving the planet from irrevocable change. With his one-man slide show he began traveling the world trying to alert people to the gravity of global warming. Presenting facts like:



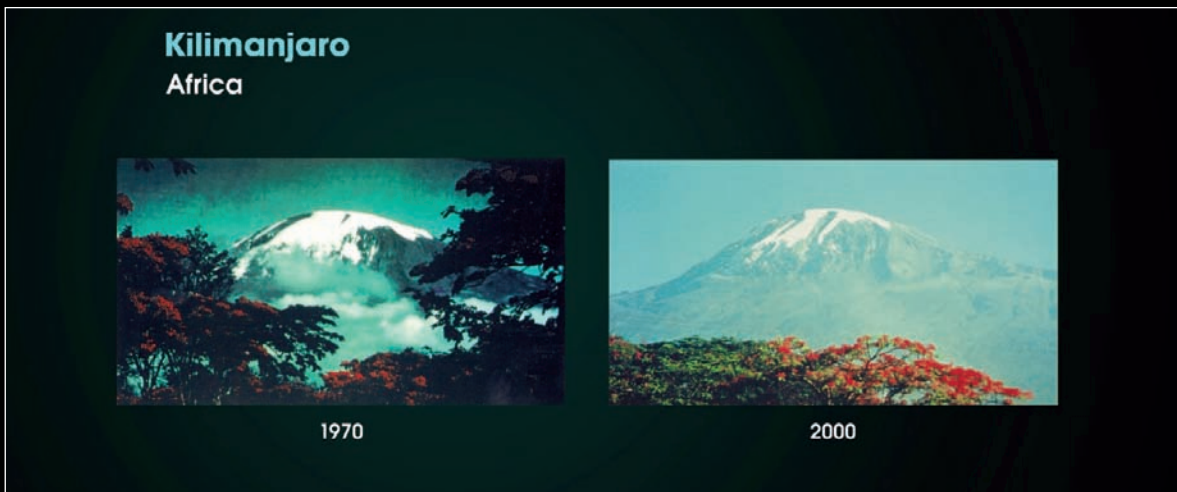
Vice President Al Gore

- The number of Category 4 and 5 hurricanes has almost doubled in the last 30 years¹;
- The flow of ice from glaciers in Greenland has more than doubled over the past decade²;
- At least 279 species of plants and animals are already responding to global warming, moving closer to the poles³.

Audiences began to listen to this dedicated environmentalist’s ticking time bomb presentation and two people were especially entranced by the seminar. Leading environmental activist Laurie David and movie producer Lawrence Bender. They realized that even if Al Gore stayed on the road 365 days a year presenting his slide show, it would not

reach all the people that need to be reached in time.

David and Bender were so inspired they contacted Scott Z. Burns, a Clio Award winning writer, and Jeff Skoll of Participant Productions, a company focused on creating motion pictures around core social issues. Davis Guggenheim, director and an executive producer, and Leslie Chilcott, co-producer, joined the team. With this talented team, Al Gore’s persuasive, witty and hopeful message became An Inconvenient Truth, the hit of the Sundance Film Festival.



Kilimanjaro, Africa (1970, 2000) Photo By: 1970 - Bruno Messerli; 2000 - Lonnie Thompson

Glacier National Park Boulder Glacier



1932



1988

Photos: George Grant, Glacier National Archive; Jerry DeSanto, National Park Service

Glacier National Park Montana 1932, 1988 Photo By: 1932 – George Grant; 1988 – Jerry DeSanto

“I HAVE BEEN CREATING ENVIRONMENTAL PRODUCTS FOR 12 YEARS NOW, introducing the zippered coconut in 1995, and quickly following that with handmade seed paper. (Made from 100% recycled paper, flower petals, fern, recycled money, and seeds!) I won the award for the most creative new product (PPAI) in 1996 for my plantable seed papers. I have an art background, had been a flight attendant before the promotional product world, and used to help my husband, Bud Felson of Okina Sales at his trade shows. (He makes beautiful corporate packaging and journals and is known as quite a guru in design and manufacturing.)

At the shows I recognized a need for easy on the earth products, and began creating environmental items. Response was incredible, and has been growing year after year as more people get on board the environmental bandwagon. Just two years ago I realized that I could combine my handmade paper with my husband's ideas, and began to introduce plantable packaging.

A very savvy distributor, Josh Ebrahemi from Jack Nadel in California, noticed this combination. He took the piece to Paramount Pictures and the idea of a mailer for "An Inconvenient Truth" was born. Within the mailer was a romance sheet that told the customer: "Don't throw this mailer away, PLANT IT and grow Italian Flat Leafed Basil!"

It was a hit, and Mr. Gore brought it to The Jay Leno Show and it was featured on the Rachel Ray Show along with the amazing DVD.

The mailer is 100% recycled paper put into a blender and recycled again by turning it into handmade paper that is 100% recyclable and grows! What a concept with all of the paper that gets thrown away from packaging!

Thank you for letting my product be heard about!"
Lauri Sjoblom, President
www.seedcards.com



Now, an Oscar winning film the powerful message of global warming has reached and motivated millions. With graphic illustrations, this film ultimately brings home the truth of Al Gore's persuasive argument that global warming is no longer just a political issue –

it is the biggest moral challenge facing

our global civilization. "My fellow Americans," Mr. Gore said as he accepted the Oscar accolade, "People all over the world, we need to solve the climate crisis. It's not a political issue, it's a moral issue.

We have everything we need to get started with the possible exception of the will to act. That's a renewable resource. Let's renew it."

When asked how 'An Inconvenient Truth' became the title of the movie, Mr. Gore responded, "Some truths are hard to hear, because if you really hear them - and understand that they are in fact true - then you have to change. And change can be quite inconvenient."⁴

After watching the film, Brilliant Results realized that you have been interested in global warming for some time. Can you tell us a bit about your involvement and what made you decide to do a traveling seminar show? Mr. Gore, "I began studying the issue in the late 1960's because of the alarm sounded by one of my college professors, Roger Revelle. I helped to organize the first Congressional hearings on the issue in the late 1970's after my election to the U.S. House Of Representatives. I began discussions with leaders in other countries in

the 1980's and organized an international network of Legislators throughout the world to address the issue. As a U.S. Senator, and later as Vice President, I participated in numerous negotiations on the issue, including the Earth Summit in Rio de Janeiro in 1992 and the Kyoto Protocol negotiations in 1997. As each new batch of scientific studies confirmed and deepened the reasons for my concern, I began to understand this task of communicating the urgency of the crisis as a kind of mission. But I'm not done yet. And I'm learning everyday how to communicate more effectively on this issue."⁵

You state in the film that we should not go from denial to despair. What did you mean by that? Mr. Gore, "Our civilization is still in a state of "category five denial" over this issue. But the denial is beginning to give way. As it yields to widespread recognition that we face an imminent planetary emergency, we must guard against the illusion that the crisis is too big to solve. We have the solutions available. The only thing missing is political will-but that is a renewable resource."⁶

Forward thinking corporations realize that 'green' has once again become a part of the cultural collective conscience. With that in mind, Brilliant

Results has this year expanded its normal Green Golf issue to include 'Green'. In the promotional and incentive merchandise space companies are finding new ways to make 'green' a part of their client's marketing, branding and incentive campaigns.

One such story is that of the promotional products company that created the packaging for "An Inconvenient Truth" – Symphony Handmade Papers/Okina. Please read the text box insert for this fascinating story in President Lauri Sjoblom's own words. •

For more information, please visit www.climatecrisis.net.

1. Emanuel, K. 2005. *Increasing destructiveness of tropical cyclones over the past 30 years. Nature* 436:686-688
2. (Krabill, W., E. Hanna, P. Huybrechts, W. Abdalati, J. Cappelen, B. Csatho, E. Frefick, S. Manizade, C. Martin, J. Sonntag, R. Swift, R. Thomas and J. Yungel. 2004. *Greenland Ice Sheet: Increased coastal thinning. Geophysical Research Letters* 31
3. *Nature*
4. *Mr. Gore's comments excerpted from an interview on the Paramount Classics website.*
5. *Ibid.*
6. *Ibid.*

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