

THE 11TH HOUR

Press Materials

Draft for 11th Hour Expert Email Blast:

“Dear _____,

I am writing to tell you about a new environmental film in which I appear, “The 11th Hour.” The film documents the environmental crises we face.

With the help of over fifty of the world's most prominent thinkers and activists, including reformer Mikhail Gorbachev, physicist Stephen Hawking, and Nobel Prize winner Wangari Maathai, “The 11th Hour” documents the grave problems facing the planet's life systems. Global warming, deforestation, mass species extinction, and depletion of the oceans' habitats are all addressed.

However, the most powerful element of “The 11th Hour” is not a portrait of a planet in crisis, but its offering of hope and solutions. The film ends with a call for restorative action through reshaping human activity.

“The 11th Hour” is opening on August 17th in New York and Los Angeles. On the 24th it opens in more cities, and in the following weeks across the country. It would be great if you could go see it and bring a friend. You can go to 11thhouraction.com to get more information on the movie and when it will play near you.

We need the message of this movie to hit as far and wide as possible. Thank you.”