

# THE 11<sup>TH</sup> HOUR

## **Press Materials**

**Talking Points:** A guide for use in speeches, radio announcements, columns and blogs.

- 1) This is a human issue about the extinction of our species and our inability to continue to live on this planet without massive change. The earth has massive regenerative power, but humans will not survive. We must adapt appropriately to our biosphere.
- 2) The time for action is NOW. This generation is the one that must make change, as we have very little time left. Most of solutions are available now. We as citizens, leaders, and consumers have the opportunity to help integrate these solutions into governmental policy and every day living.
- 3) Energy is the key to solving our environmental crisis. Energy from renewable sources such as solar and wind need to be massively integrated into our life. Modern life needs to be redesigned.
- 4) Go see the movie, and bring 5 friends. Opens August 17<sup>th</sup> in Los Angeles and New York, with a wider national release on August 24<sup>th</sup>.
- 5) Go to [11thhouraction.com](http://11thhouraction.com) and sign up.