

Nell McAndrew gives Climate Week a bump - Pregnant model and parent groups campaign to protect the planet for the next generation

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Parenting organisations and celebrities are backing a new campaign, Climate Week - Protect the Future, for parents to protect their children's future by helping to prevent climate change.

The campaign launches today as part of Climate Week (4-10 March), Britain's biggest environmental occasion, with over half a million people expected to attend 3,000 events across the UK. Supporters include Britain's Got Talent judge Alesha Dixon and the Prime Minister, David Cameron.

Another supporter, model, fitness guru and mother Nell McAndrew, eight months pregnant, had the words "protect the future" written on her baby bump. She said "Becoming a parent makes you realise how important it is to protect the planet for future generations, and that's why I'm supporting Climate Week."

Pregnant campaign supporter Vanessa Doman had her bump painted as a globe damaged by oil, showing that to safeguard the next generation from climate change we must use less fossil fuel.

New research¹ for Climate Week by Ipsos MORI shows that parenthood is a powerful trigger for concern about green issues - 66% of mothers and fathers said that becoming a parent made them feel more strongly about protecting the environment. Climate Week – Protect the Future is backed by the UK's largest charity for parents, NCT, and by Family Lives, a charity which helps over a million children each year.

Belinda Phipps, Chief Executive of NCT said: "Having a baby makes you re-evaluate your priorities and realise that for the sake of their future we need to look after the planet we rely on now. Climate Week is a great opportunity to make some small changes which could make a huge difference."

People can publicise the campaign by taking a photo of themselves displaying the words "Climate Week - Protect the Future" and making it their Facebook or Twitter photo during Climate Week.

Kevin Steele, Chief Executive of Climate Week said: "The campaigning of parents during Climate Week is helping it to be Britain's biggest climate change campaign – an occasion when everyone can explore ways to live and work more sustainably."

There are lots of other Climate Week activities – for example for schools, workplaces and community groups. People can take part in Britain's biggest environmental competition, the Climate Week Challenge. They can also run a Climate Week Swap event for people to exchange clothes and children's toys they no longer want for great stuff that they do. For more ideas and information, visit www.climateweek.com, email info@climateweek.com or call 020 3397 2601.

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Notes to Editors

Photo caption 1: Nell McAndrew and Climate Week 2013 are calling on parent across the country to take part in Climate Week to ensure a sustainable future for the next generation

Photo caption 2: To mark the launch of Climate Week 2013, parents across to country are pledging to 'Protect the Future' to ensure a sustainable future for their children

About Climate Week (4-10 March 2013)

Climate Week is Britain's biggest climate change campaign, inspiring a new wave of action to create a sustainable future. Each year, half a million people attend 3,000 events - visit www.climateweek.com to find out more.

Climate Week promotes ways that people can live and work more sustainably. It is an annual renewal of our ambition and confidence to combat climate change, and is for everyone wanting to do their bit to protect our planet. Climate Week is supported by over 200 national organisations and people such as the Prime Minister, David Cameron and Sir Paul McCartney.

About Climate Week's partners

Climate Week's Headline Partner is Andrex® Eco, Kimberly-Clark's first truly pioneering sustainable toilet tissue product.

Voted Product of The Year, by UK consumers, Andrex® Eco is revolutionising perceptions that 'eco' toilet tissue can't be both soft and top quality.

Climate Week's Supporting Partners are Crown Paints, Ecotricity and Shields Environmental:

Crown Paints measures the carbon footprint of every product it manufactures.

Ecotricity is changing the way energy is made and used in Britain.

Shields Environmental is integrating the needs of business and the environment for the telecoms sector.

1Details of research

Ipsos MORI conducted an online poll of over 1,000 adults in February 2013, of which 561 were parents. They were asked "To what extent does being a parent make you feel more strongly about protecting the environment for future generations?". 30% said it made them feel a lot more strongly, 36% said it made them feel a little more strongly, 31% said it had no effect on how they felt about the environment and 3% said they didn't know.

About NCT

NCT is the UK's largest charity for parents. Each year the charity supports hundreds of thousands of

parents through the transition to parenthood, offering expert information and trusted practical and emotional support through its website, helpline, a nationwide network of 300 local branches, antenatal and postnatal classes, breastfeeding counselling and peer support schemes.

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