

PRESS RELEASE

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GOODPLANET.be

Launch Climate Song 'Polar bears in beds of roses' by GoodPlanet at World Press Clubs Alliance for Climate

On 23 October - the eve of Climate Action Day - the first ever 24h non-stop press conference will take place at Press Clubs around the world. On this occasion, environmental education organization GoodPlanet Belgium will launch the climate song 'Polar bears in beds of roses'. The song is a call to the whole world to change our habits and actions collectively and individually.

The statement in the song 'what we buy no more, will be sold no more' is a David against Goliath-challenge, 'but we believe in it', says the singer, Edouard Priem. The main message of the song is that we have to change our habits together, to avoid an ecological disaster. But not with a *gloom and doom*-scenario, but through positive actions.

Positive sustainability actions: that is exactly what GoodPlanet Belgium stands for. 'The song accompanies and symbolizes all the actions and projects of GoodPlanet' says Jo Van Cauwenberge, director. 'The core activity of GoodPlanet is giving workshops in schools and companies around many sustainability themes, in a very broad scope. A few examples: learning to recycle, delivering vegetable gardening packages to schools, helping schools to offer healthy food in the canteens, intergenerational projects with the elderly and kids alike, team building in nature...Educate, act, change: that's what we believe in. And this song says it all. We are very happy we can ask for your support on the eve of this event.'

The song will be shown on every session of the World Press Clubs Alliance for Climate. & can also be watched on <https://youtu.be/lxN4YQ45sFs>

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ABOUT



World Press Clubs Alliance for Climate

On 23 October the The Press Club Brussels Europe together with the 120 members of the World Press Clubs Alliance for Climate and 23000 affiliated journalists will organise 24 HOURS FOR CLIMATE: video reports, interviews, panel debates with innovators, experts, business leaders and policy makers on three online channels: a world channel, one on Europe, and one on the Brussels Region, streamed in parallel on worldpressclubsallianceforclimate.com and on Facebook live.



The good cause: GoodPlanet – Educate, Act, Change.

GoodPlanet aims to teach, young and old, positive actions to build a sustainable society through workshops, coaching & campaigns by 60 coaches. GoodPlanet reaches over 500,000 children and young people in schools and adults in companies every year.

www.goodplanet.be/donate

GOODPLANET.be Authors and composers: Edouard Priem and Sebastien Duthoit. Editor: E. Priem