

MEDIA RELEASE

Sunday 28th December 2008

Controversial GetUp! Climate ad to air nationally during cricket test today

DOORSTOP: 11AM today, back of NSW Parliament House.

The normal TV advertisements of beers and cars during the cricket will be overshadowed today by a **controversial television ad on Prime Minister Kevin Rudd's back down on climate change.**

The 30-second ad, funded by small donations from GetUp! members and supporters, is called "***Our climate is changing but our politicians aren't***". It features both John Howard and Kevin Rudd and points out that the two men are not very different when it comes to action on climate change.

"The community is sending a clear message to the Prime Minister that they expect much stronger action on climate change," said GetUp! spokesperson Tim Longhurst.

The controversial advertisement will be shown in most capital cities and many regional areas during the Boxing Day cricket test.

The ad comes on the heels of GetUp! and environment groups slamming the Federal Government for failing to commit Australia to the cuts to greenhouse gas pollution needed to reduce the risk of dangerous climate change.

"The Prime Minister was elected with a mandate to break form the past and set Australia on a path towards avoiding dangerous climate change. Instead he has now failed that mandate by joining the likes of John Howard in walking away from strong action and global leadership.

"Kevin Rudd's recent announcement of meagre 5% climate target is the kind of policy John Howard would be proud of," he said.

The funds raised to air the ad have nearly reached \$200,000 from 5000 individual with the average donation around \$40.

DOOR STOP TODAY

WHEN: 11am

WHERE: outside the back of NSW Parliament House.

Broadcast copies of the advertisement and audio files are available on request. For more information please contact Sam McLean on 0403 510 038 or Kate Walsh on 0423 138 357.

GetUp! is Australia's largest independent political organisation. GetUp brings together like-minded people who want to bring participation back into our democracy. GetUp has over 300,000 members nationwide.