



## Template Texts

Strictly embargoed until September 1<sup>st</sup> 2009

This document contains template texts and talking points for publicising your 10:10 participation on launch day. Feel free to chop and change, cut and paste or ignore them as you see fit.

### Email

#### Points to cover

- 10:10 unites individuals and organisations around one goal – cutting 10% of our emissions in 2010.
- It's immediate, it's simple, it's meaningful
- Your sector-specific reasons for participating
- We're a part of it, and you should be too
- It launches at the Tate Modern from 16.00 today – come and sign up in person
- Or visit the website – [1010uk.org](http://1010uk.org)

#### Sample text

Everyone is looking for something to do about climate change. What's needed is something straightforward, immediate and meaningful. We think we've found it.

Today we're joining thousands of individuals and organisations from across the country to unite behind one simple idea: a 10% cut in carbon emissions during 2010. It's called 10:10, and we want you to be a part of it. Join us at the Tate Modern from 4pm to celebrate the start of this new chapter in the biggest story of the 21<sup>st</sup> Century. If you can't make it down in person, visit [1010uk.org](http://1010uk.org) to sign up now.

Cutting 10% in one year is a bold target, but for most of us it's an achievable one, and is in line with what scientists say we need right now. By signing up to 10:10 we're not just promising to reduce our own emissions – we're becoming part of a national drive to hit this ambitious goal in every sector of society.

[Paragraph with sector specific reasons for joining up]

The success of 10:10 depends on getting everyone involved in making it happen, and the 10:10 website has all the tools you need to pass the message on far and wide. We need to start spreading the word to every corner of the country, inviting our friends, family, colleagues, customers, competitors – everyone we know – to take part.

It's easy to feel powerless in the face of a huge problem like climate change, but by bringing everyone together to take action collectively, 10:10 enables all of us to make a meaningful difference. It's the perfect opportunity to find out what's possible when we work together.

10:10 is an idea whose time has come. Let's get started.

## Generic Text

### Tweet / Sentence

Open the first chapter of the biggest story of the 21<sup>st</sup> Century. 1010uk.org.

*(For the launch:)* Tate Modern, 4-7pm 01/09/09: Open the first chapter of the biggest story of the 21<sup>st</sup> Century. 1010uk.org.

### <50 Words

This year, thousands of individuals and organisations are uniting behind one simple idea: that together we can take the first step to solve climate change. 10:10 is an idea whose time has come. Let's get started.

### 250 Words

This year, thousands of individuals and organisations from across the country are putting aside their differences to help write the first chapter of the biggest story of the 21<sup>st</sup> Century.

The idea is simple: we work together to achieve a 10% cut in the UK's carbon emissions in 2010.

Cutting 10% in one year is a bold target, but for most of us it's an achievable one, and is in line with what scientists say we need right now. And by signing up to a 10% target we're not just supporting 10:10 - we're making it happen.

The success of 10:10 depends on getting everyone involved, and the 10:10 website has all the tools you need to pass the message on far and wide. We need to start spreading the word to every corner of the country, inviting our friends, family, colleagues, customers, competitors – everyone we know – to take part.

It's easy to feel powerless in the face of a huge problem like climate change, but by uniting large numbers of people and institutions around immediate, effective and achievable action, 10:10 enables all of us to make a meaningful difference. It's the perfect opportunity to find out what's possible when we work together.

Launching from the Tate Modern's iconic Turbine Hall on September 1<sup>st</sup>, 10:10 is backed by major national media partners and is already supported by some of the biggest names in business, the arts, sport and politics.

10:10 is an idea whose time has come. Let's get started.