



Press Release

Generation for Change Foundation joins Environment America on The Road to Copenhagen

Grassroots Nonprofit Launches, in Support of Historic Environmental Campaign

Los Angeles, November 10, 2009: On November 17th, the road to Copenhagen and the UN Conference on Climate Change winds through Hollywood and an evening of entertainment and awareness. A diverse crowd of celebrities, local leaders, and young professionals will gather at Boulevard 3, where Generation for Change Foundation (**G4C Foundation**), a new non-profit organization with a rich history of grassroots success, will join Environment America Research and Policy Center (**Environment America RPC**) to co-host a benefit supporting bold environmental action. G4C Foundation's kickoff coincides with Environment America RPC's "The Road to Copenhagen," a nationwide campaign to encourage diplomatic success in Denmark this December.

The event features music from legendary DJs Mix Master Mike of The Beastie Boys and DJ Muggs of Cypress Hill and proceeds will benefit Environment America RPC's campaign.

In 2008, Generation Obama LA emerged as a major player in the rise of youth volunteerism. That grassroots network of young professionals has redefined its vision, achieving pending 501(c)3 status and shedding partisanship in favor of shared progress to become the non-profit G4C Foundation. The group's proven methods in uniting and mobilizing a new wave of leaders will now be put to use for a new purpose: G4C Foundation will partner with other non-profits to build a better community.

"As Young Professionals, we know how connected the future of the environment is to our own. This is our cause, too," says G4C Foundation's Communications Director Brendan Joyce.

Environment America RPC is releasing a comprehensive report detailing the impressive state actions to fight global warming and building support that our nation can use as credible leverage in upcoming negotiations.

According to Dan Jacobson, Legislative Director for affiliate Environment California, "It's inspiring to see young people get involved, especially at this critical hour in the campaign against global warming."

The night has become a can't-miss event, thanks to Copeland Entertainment. In making the company's all-star client roster available, they've joined with both organizations to seize a unique chance for historic progress.

The company is run by Dianne Copeland, wife and manager of renowned DJ Mix Master Mike, who adds, "We have no time to waste. We must join together and take care of our planet, for our children, and our future."

G4C FOUNDATION JOINS ENVIRONMENT AMERICA ON THE ROAD TO COPENHAGEN

Brendan Joyce agrees. "There's a point of no return on global warming, meaning December's Summit is an opportunity we can't afford to miss. We've got to do everything we can right now to help Environment America RPC support this process. We're throwing a party—with a purpose. We think it'll be a fun, energizing night. People can take that energy with them, and keep the ball moving forward to Copenhagen."

For additional information please visit:
G4CFoundation.org

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