

## **FOR IMMEDIATE RELEASE**

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# **EVERY HOUR IS EARTH HOUR®**

## **YOU DO THE SUMS....**

**\$2 BILLION**

**TO GENERATE POLITICAL ADVERTISING FOR THE CURRENT AUSTRALIAN GOVERNMENT**

**&**

**IGNORE THE REAL SOCIAL, ECOLOGICAL AND ECONOMIC CHALLENGES**

**OR**

**\$2 BILLION**

**TO GENERATE ELECTRICITY FOR 500,000 AUSTRALIAN HOUSES & DESTROY THE EARTH**

**OR**

**\$2 BILLION**

**TO GENERATE QUALITY LIVES FOR 20 MILLION AUSTRALIANS & REJUVENATE THE EARTH**

## **YOU CHOOSE**

**READ ON ...**

**AUSTRALIA COUNTRY CHALLENGE**

**4<sup>th</sup> June, 2007.** Coreis founder, Kathleen Earle and CEO, Dr. Robyn Lui challenge the Federal Government, and the CEOs of BP, Rio Tinto and Hydrogen Energy, to balance the ledger on WASTE and come clean. They ask politicians and corporations to begin "DOING WHAT'S RIGHT FOR AUSTRALIA", by

1. showing more respect for the Earth and the global community,
2. accepting the fact that there are superior clean energy solutions available that outshine the claims of 'nuclear energy and clean coal'; and
3. seeking advice from those with the wisdom and expertise to guide the transition to an ecologically sustainable Australia.

**Doing what's right for Australia? Political advertising is an investment in whose future?** For the past 10 years, the Federal government has spent around \$2 billion of taxpayer money on advertising campaigns to market its policies and prejudice decision-making. During this term, the Government will spend about \$850 million on taxpayer-funded advertising. Past media promotions include: the GST campaign which cost over \$119 million; the "strengthening Medicare" campaign which cost over \$20 million, and WorkChoices campaign which cost over \$55 million. In December 2005, the Finance and Public Administration References Senate Committee released a report condemning the unaccountable and political nature of Government advertising, all of it taxpayer funded. There has been a misuse of budgetary discretion by the current Federal government. What's more, they have wasted (and are wasting) financial, human, and environmental resources. Political advertising is NOT an investment that contributes to improving the quality of life in Australia.

**Doing what's right for Australia? Who dares to come clean on 'clean coal'?** In May 2007, BP and Rio Tinto, operating under their new jointly-owned company - Hydrogen Energy – released a proposal to develop a \$2 billion 'clean coal' coal-fired power station at Kwinana, 45km south of Perth. The planned project would generate electricity for around 500,000 houses. At the same time, each year about four million tonnes of CO2 and other harmful gases would be injected beneath the seabed of the Perth basin. The energy and mining industry, the Federal Government, the Labor Party, and some state Premiers have hyped 'clean coal technology' as the answer to reducing carbon dioxide emissions. But how clean is 'clean coal' when the process involves using the Earth as a garbage dump? The real reasons for the enthusiasm ... Firstly, 'clean coal technology' allows the mining industry - a powerful lobby group in Australia - to continue to mine and export coal. Secondly, as the CEO of Rio Tinto explained, in some cases, the injection of carbon dioxide into oil reservoirs for storage might result in the extraction of otherwise unrecoverable oil.

*What are the true cost and consequence of such actions by governments and corporations? Are you open to learning a wiser way to bring about social, economic, and ecological wellbeing?*

## **THE INVITATION**

Ms Earle and Dr Lui request that the PM, **John Howard** and his Ministers, and CEOs - **Tom Albanese** of Rio Tinto, **Tony Hayward** of BP Group, and **Lewis Gillies** of Hydrogen Energy – rethink their intentions and actions and expand their vision. In fact, ALL AUSTRALIANS are encouraged to rise to the challenge. You are invited to meet the Coreis team and discover an ecologically sustainable way of life that yields far greater fiscal, social, and environmental returns in the short and long term.

The **Natural Solution Global Action Plan (NSGAP)** dissolves the excuse that there is no ecologically sustainable solution for creating the health, wealth and happiness, which inevitably comes from clean energy, wisdom and aware actions.

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