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The Climate Reality Project and Arnold Worldwide Introduce Reality Drop

*New Interactive Tool Incorporates Innovative Online Game Mechanics to
Rebut Climate Change Denial*

Long Beach, CA (February 28, 2013) — The Climate Reality Project and Arnold Worldwide today announced the global launch of Reality Drop (www.realitydrop.org), an innovative social media tool that educates users about the reality of climate change and uses modern gaming techniques to combat professional climate deniers.

Developed through a collaboration with the website Skeptical Science, Reality Drop curates hundreds of online news articles daily for articles that demand a response—whether it’s a misleading quote from a climate denier or a heated debate raging in the comments section. Reality Drop also catalogues more than one hundred of the most pervasive and topical climate myths, and distills complex science into simple and succinct rebuttals that can be shared on social networks or on comment threads beneath news articles. Reality Drop makes it easy for users to find the best science-based response, to apply accessible and easy-to-understand language, add their voice to the conversation—and help cool the argument.

“Just like the tobacco companies in the '50s, the fossil fuel industry has engaged in a well-funded and coordinated effort to mislead the public about the scientific reality of climate change,” said Al Gore, former Vice President of the United States, and Founder and Chairman of the Climate Reality Project. “Reality Drop provides an easy, intuitive way for people to arm themselves with the facts, educate their friends, family, and networks, and call on the media to report the truth.”

“When we sat down with Al Gore to talk about ways to move the climate change conversation forward, media coverage had declined sharply over the past three years,” explained Pete Favat, Managing Partner and Chief Creative Officer, Arnold Worldwide. “We had to custom-design a strategy that wouldn’t just find the right people passionate about this topic, but also make it



easy for them to speak up and take part in real-time discussions that work in our digital culture. Traditional advertising just can't do that."

"More and more, readers of online publications are leading by steering the public conversation, which is why Reality Drop is both timely and powerful," said Maggie L. Fox, President and CEO of The Climate Reality Project. "We hold the media accountable to report the real facts, and we educate our communities about the reality we are facing together. Reality Drop connects and empowers these communities to engage in a fact-based conversation about climate change, and have fun in the process."

Reality Drop is made possible in part through the generous support of the John D. and Catherine T. MacArthur Foundation, committed to building a more just, verdant, and peaceful world. More information can be found at www.macfound.org.

To try out Reality Drop and for more information, please visit realitydrop.org.

About The Climate Reality Project

The Climate Reality Project is one of the world's leading organizations dedicated to mobilizing action around climate change. With a global movement more than 2 million strong and a grassroots network of trained Climate Leaders, we are spreading the truth and unleashing the cultural momentum to solve the climate crisis. Former Vice President and Nobel Laureate Al Gore is the Founder and Chairman of The Climate Reality Project. For more information, visit www.climaterealityproject.org or follow us on Twitter at [@ClimateReality](https://twitter.com/ClimateReality).

About Arnold Worldwide

Arnold Worldwide is a global communications company and one of the top five most creatively awarded agencies of the past decade. Arnold delivers services across all communication touch points – advertising, digital, promotions, direct, design, branded content – and is part of Havas Creative with offices in Boston, New York, Washington DC, Toronto, London, Amsterdam, Prague, Milan, Madrid, Moscow, Lisbon, Sydney, São Paulo and Shanghai. www.arn.com.

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Introducing Reality Drop

Spread truth. Destroy Denial. And help win the climate conversation.

Man-made climate change is happening. It's a reality we can no longer ignore or deny as extreme weather affects our daily lives, from extreme superstorms to heat waves to massive wildfires and droughts.

But in the face of this reality, dirty energy companies and their allies are spreading misinformation and confusion about climate science. Secretive groups work below the radar and spend millions to fund climate deniers misleading the public and attacking scientists. The result? People still aren't sure whether we should do anything about climate change — or if it's even happening at all.

Reality Drop is an exciting new social media tool that uses modern gaming techniques to reveal climate denier's deception, spread the truth, and clear the way toward real solutions.

How Reality Drop Works

On Reality Drop, we highlight more than a hundred of the most pervasive myths about climate change and provide a simple, succinct rebuttal to each, grounded in the most up-to-date climate facts.

But that's not all. Every day, Reality Drop features a roundup of climate news from around the world that demands a response — whether because of a misleading quote from a climate denier, or a heated debate raging in the article's comment section.

To respond, you simply click on the articles, put the climate facts into your own words, and add your response to the article's comment stream. Then you use Facebook or Twitter to share your response with your friends and followers, and the climate conversation continues.

Because Reality Drop is about sharing the truth of climate change, the more friends and followers who click back to the site, the higher your rank. You'll start out as a Rookie, and by continuing to confront denier myths and share news on climate solutions, you rack up points and rise through the ranks to Chief. It's a great way for friends and family members to have fun and compete against each other to see who can have the greatest impact in fighting climate denial.

What's Next?

Reality Drop will officially launch to the public on February 28. Take a look now by visiting realitydrop.org.

Reality Drop Launch

A Guide for helping promote Reality Drop on Social Media

Launch Information

What is Reality Drop?

Reality Drop is a tool that helps supporters fight back against anti-science deniers by finding articles and posts about climate change and facilitates supporters ability to leave comments that spread truthful science and refute anti-science myths.

Why Reality Drop?

Studies show that comments left on blog posts and news articles significantly impact a reader's opinion of the topic. And anti-science deniers have long used these comment threads to repeat climate change myths, spread doubt, and cause confusion.

Launch Date

February 28, 2013

<http://realitydrop.org>

Ways to Participate in the Launch of Reality Drop

Talk about Reality Drop on Social Media

Twitter Messages

Please adapt as needed or feel free to create your own.

Fight back against the myths, doubt, & confusion fueling #climate inaction: RealityDrop.org – RT to help spread the word!

Meet RealityDrop.org - a new tool for us to spread truth and destroy denial about #ClimateChange!
#CarbonConvo

RealityDrop.org gives in-depth answers to over 100 #ClimateChange myths. Let's use it to spread the truth! #CarbonConvo (pls RT)

Anti-science #climate deniers spread myths online every day. RealityDrop.org can help us change the #CarbonConvo and fight denial!

Don't let #BigOil and #BigCoal spread their #climate myths. Join me on RealityDrop.org (pls RT)
#CarbonConvo

Facebook Shares

Share one of our graphics on Facebook

<https://www.facebook.com/photo.php?fbid=475853792481270>

Create an account and use Reality Drop

When you "drop reality" on an article it's easy to share with your friends, family, and followers. After you've posted your comment, just click the Tweet or Share button.

Send an invitation to your email list

Please adapt as needed or feel free to create your own.

Subject Line:

Fight back against the myths fueling climate inaction

Email Text:

Studies show that comments left on blog posts and news articles significantly impact a reader's opinion of the topic. And anti-science deniers have long used these comment threads to repeat climate change myths, spread doubt, and cause confusion.

It makes me angry -- and I want to fight back and make sure we all hear the truth.

Here's the good news: I can. There's this cool new online tool called Reality Drop that the Climate Reality Project built to make it easy to fight back against anti-science deniers.

Check it out at <http://realitydrop.org>

It works by matching climate change articles and blog posts with good science. You're given a sample comment to leave as a post, and even lets you share articles you like on Facebook or Twitter.

It's really easy. But more importantly it makes a big difference!

Let's make sure that we win the climate conversation by destroying the denial! <http://realitydrop.org>

Resources for helping promote Reality Drop

Websites

Reality Drop homepage -- <http://realitydrop.org>

The Climate Reality Project homepage -- <http://www.climateReality.org>

Twitter Handles

The Climate Reality Project -- @ClimateReality
#CarbonConvo

Facebook Pages

The Climate Reality Project Facebook page -- <http://www.facebook.com/ClimateReality>

Shareable Videos

"Reality Drop" -- <http://youtu.be/-6aJzArmYQc>

Contact Information

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About The Climate Reality Project

The Climate Reality Project, founded and chaired by former Vice President and Nobel Laureate Al Gore, is dedicated to unleashing a global cultural movement demanding action on the climate crisis. Despite overwhelming international scientific consensus on climate change, the global community still lacks the resolve to implement meaningful solutions. The Climate Reality Project exists to forge an unwavering bedrock of impassioned support necessary for urgent action. With that foundation, together we will ignite the moral courage in our leaders to solve the climate crisis.

The Climate Reality Project employs cutting-edge communications and grassroots engagement tools to break the dam of inaction and raise the profile of the climate crisis to its proper state of urgency. With a global movement more than 2 million strong and a grassroots network of Climate Leaders trained by Chairman Al Gore, we stand up to denial, press for solutions, and spread the truth about climate change to empower our leaders to solve the climate crisis. For more information about our work, visit www.climaterealityproject.org.