



Student Entertainment Events
Stamp Student Union and Office of Campus Programs
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FOR IMMEDIATE RELEASE

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**Student Entertainment Events Presents: “Stop Global Warming College Tour”
featuring Laurie David & Sheryl Crow**

Student Entertainment Events is pleased to announce global warming activist Laurie David and Grammy Award winning singer-song writer Sheryl Crow on Saturday April 21st. Through the tour, David and Crow hope to urge college students to become part of the movement to stop global warming and demand solutions from themselves, their schools and their country. Doors for this event will open at 12 p.m. and the event will start at 1 p.m. in Cole Field House. Tickets for this event are free of charge and can be obtained at the Hoff Ticket Office of the Stamp Student Union.

During the two-week tour, college students, university leaders, faculty and staff will be encouraged to join the Stop Global Warming Virtual March (www.stopglobalwarming.org or stopglobalwarming.msn.com) and have their voice counted as the bus rolls through their campus. Over 675,000 individual marchers from all 50 states have joined the virtual march to acknowledge that the U.S. is feeling the impact of global warming right now and to demand solutions to the problem.

“History proves that college students have the ability to be the driving force in large-scale social change and now – more than ever – is the time for students across the country to become global warming activists,” said Laurie David, founder of stopglobalwarming.org and author of *Stop Global Warming: The Solution is You!*

The College Tour will begin on Monday, April 9th at Southern Methodist University (SMU) in Dallas, Texas, and continue on to 10 universities across the Southeastern United States in a bus using bio-diesel fuel.

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The 90-minute presentations will include remarks by David, a short performance by Crow, clips from *An Inconvenient Truth*, humorous clips from top comedians, and a dialogue with students.

“The more I learn about global warming, the more I know that we all have to do something to be a part of the solution. I am thrilled Laurie & I have the opportunity to go on the road and combine our efforts to educate the next generation on how they can make a difference,” said Sheryl Crow.

Philips has partnered with the Stop Global Warming Tour to support this national call-to-action. As part of the Philips “Simply Switch and Save” campaign, the company will offer every student who attends the tour a free compact fluorescent light (CFL) bulb, in an effort to motivate them to switch to more energy-efficient lighting options.

“Sustainability is an integral part of Philips activities and we believe in adopting environmentally-friendly practices such as the Stop Global Warming College Tour,” says Paul Simonetti, Director, Brand Communications, Philips. “By asking consumers to simply switch at least one traditional light bulb with a more energy-efficient one, together we can make a difference in the overall reduction of harmful greenhouse gas emissions and help make the world a more sustainable place to live.”

In addition, stopglobalwarming.msn.com launches today. The new site created with MSN uses rich media and in-depth information to extend the Stop Global Warming Virtual March to the MSN network of 465 million users. The site will provide day to day coverage of the Stop Global Warming College Tour, offering exclusive behind the scenes video, interviews from the road, posts from an embedded blogger and solutions that consumers can use to combat global warming. stopglobalwarming.msn.com will also work to foster a community of concerned citizens using MSN properties, such as MSNBC environmental news message boards, and a Windows Live Messenger theme pack from StopGlobalWarming.org, to empower users to show their support in the fight against global warming.

“At MSN, we believe that the Internet is going to change the world,” said Joanne Bradford, corporate vice president and chief media officer at MSN. “We’re excited to extend the Stop Global Warming Virtual March to the MSN network of 465 million users and empower consumers to make a difference and help protect our environment.”

In celebration of its second annual May green issue, ELLE Magazine, along with its guest editor Laurie David, will host the tour’s official kick-off party on April 5th, 2007 in Los Angeles with special performances by Sheryl Crow and KT Tunstall.

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“Laurie David has almost single-handedly changed the debate on global warming. She and Sheryl are setting out not just to raise awareness but to engender in people a sense of personal responsibility for the environment. We are thrilled to support them in that effort,” said Roberta Myers, editor-in-chief of Elle Magazine.

The tour will conclude on April 22nd, 2007 at the George Washington University Smith Center where special guests will join the two for a celebration of Earth Day. The following day, Crow & David will deliver the clear, resounding message of millions of Americans – from those they meet on the road and those who have joined the virtual march – directly to the halls of Congress: Americans want immediate federal action to stop global warming.

The bus tour is also a partner with the leading environmental organization the Natural Resources Defense Council (NRDC). For more information, visit www.stopglobalwarming.org, a project of the Tides Center or stopglobalwarming.msn.com.

To arrange an interview or receive more press information, including press passes, please contact Michelle Rattner, the Student Entertainment Events’ Public Relations Director by Wednesday April 18th at (301)-314-8498 or via email. When submitting a request include your name, press affiliation, and contact information.

*For more information and this and other SEE events visit www.see.umd.edu or call the event hotline at (301)-314-9845.

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