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NEWS RELEASE

Oct. 2, 2009

Contact: Erica Bloom, ASUM sustainability coordinator, 406-243-4856,
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HELP FORM HUMAN '350' IN WASHINGTON-GRIZZLY STADIUM

MISSOULA —

Associated Students of The University of Montana needs many community volunteers to help form the number 350 on Wednesday, Oct. 7, in Washington-Grizzly Stadium.

Volunteers should come to the stadium at 11:30 a.m., and the photo will be shot at 12:15 p.m.

The event is an effort to submit a photo of the human 350 to the international Global Day of Climate Action campaign to show that UM is participating in climate change action and committed to reducing its carbon footprint. It is sponsored by the ASUM Sustainability Center, students in UM's climate change studies program and the campus organization Climate Action Now!

"The number 350 is significant to climate change because it represents the safe upper limit of carbon dioxide ppm in our atmosphere, and we are around 385 ppm," said Erica Bloom, ASUM sustainability coordinator. "We need to set our goal to get back below 350."

The photo will be showcased to the international community of climate change activists. For more information about the UM photo event, call Bloom at 406-243-4856 or e-mail asum.sustain@mso.umt.edu. More information about the 350 campaign is online at <http://www.350.org>.

UM also will hold several events on campus during Week of Climate Action Oct. 19-24.

A complete schedule of events will be released soon, Bloom said.

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