



**Media Advisory For  
Tele-Press Conference  
Tuesday, May 11, 2004**

## **LAUNCH OF NATIONAL CAMPAIGN AROUND FILM “THE DAY AFTER TOMORROW”**

**MoveOn.org & Former VP Al Gore Kick Off Campaign to Educate  
Americans With Film The White House Doesn't Want You to See**

**Phone-in Press Conference Tuesday, May 11, 2pm EST**

**Washington, DC** – As moviegoers flock to theaters Memorial Day weekend to catch this summer's anticipated Hollywood blockbuster, *The Day After Tomorrow*, MoveOn.org is teaming up with former Vice President Al Gore and prominent climate scientists to encourage a national dialogue on what must be done to stop global warming.

On Tuesday, May 11, former Vice President Al Gore, MoveOn.org Executive Director Peter Schurman, and Harvard climate scientist Dan Schrag will hold a tele-press conference to outline the upcoming campaign, the centerpiece of which is a massive grassroots effort to distribute flyers at hundreds of theaters across the country over the film's opening weekend (May 28 – June 1). Bush administration officials at NASA recently sent a warning to its scientists saying, “No one from NASA is to do interviews or otherwise comment on anything having to do with the film *The Day After Tomorrow*.” They later retracted this command after a senior NASA scientist leaked the letter to the *New York Times*.

In addition to Tuesday's campaign kick-off and the national flyer distribution, other events include a May 24<sup>th</sup> town hall rally in New York City featuring Mr. Gore, Bobby Kennedy Jr., and experts in global warming science and policy.

**WHO:** **Al Gore**, Former Vice President of the United States and 2000 Democratic presidential candidate  
**Peter Schurman**, Executive Director, MoveOn.org  
**Dan Schrag**, Professor of paleoclimatology, Harvard University

**WHEN:** Tuesday, May 11, 2004, 11 a.m. PT, 2:00 p.m. EDT

**CALL-IN:** To join the call, RSVP to Julie Wolk or Michael Khoo at 202-822-5200  
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