

Press Release

Feeling Climate Change: 10,000 km bicycle trek through Africa

Cycle Generation are cycling through Africa as "KidsCall"-Ambassadors

Hamburg, April 10th, 2008. Barely two weeks ago, the KidsCall Campaign Coordinator from the Hamburg based organization "World Future Council" (WFC) returned from an eight week world promotion tour. The WFC youth campaign on climate protection was successfully communicated among kids and young adults from Asia, Australia and America.

Today, another living example of climate protection is standing in the starting blocks: the Cycle Generation is ready to demonstrate solutions on climate change in its simplest form - two individuals crossing the African continent on their bicycles in only 12 months.

"The African continent appears to be one of the most affected regions by climate change, however Africa is certainly least responsible," Ragna Schmidt-Haupt explains. "Therefore, we would like to lend our voice to raise awareness on this topic, in Africa itself, but especially in the developed world."

Ragna Schmidt -Haupt and Amiram Roth-Deblon, the Cycle Generation team, explicitly chose the bicycle as transportation for the 10,000 km across twelve countries in eastern and southern Africa. Their adventurous trip sets an example for innovative and realistic solutions to climate change, while presenting the KidsCall campaign as a platform to reach the ears of politicians. The /Feel Africa/ tour starts in Addis-Abeba, Ethiopia on April 16th 2008.

Prof. Dr. Tewelde Berhan Egziabher, from the Institute for Sustainable Development and member of the World Future Council and Christian Peters-Berries from the Heinrich Boell Foundation in Ethiopia will be the first to receive Cycle Generation at a youth workshop about the KidsCall campaign in Addis-Abeba. Ragna and Amiram will speak about the challenge climate change poses and motivate young people to use KidsCall to address their appeals for climate protection to the G8+5 politicians. Ragna and Amiram have placed the focus of their tour on promoting renewable energies, mobility and ecology with the help of their testimony of life on a bike.

Over the Kilimanjaro, until the Namib Desert, Ragna and Amiram radically practice what they preach: Change to environmentally friendly transport, use renewable energies, invest in reforestation and education. We cannot be less adventurous than Ragna and Amiram, when it comes to making a change in the way we live. The future of the next generations is at stake.

www.cycle-generation.org

www.kidscall.info

The World Future Council is a global forum to protect the interests and rights of future generations. Consisting of 50 prominent personalities from the worlds of governments, parliaments, business, civil society, science and the arts, the World Future Council works with policy-makers and citizens worldwide to identify and implement the best policies for a sustainable future.

For more information on the World Future Council, please visit our website, www.worldfuturecouncil.org.