



For Immediate Release

SIENNA MILLER 'PARTNER'S SALMAN KHAN TO COOL THE GLOBE

Mumbai, 18th July 2007: After dazzling shutterbugs yesterday, green queen Sienna Miller was at it again. Today the 'Global Cool' ambassador met Salman Khan at a special screening of his upcoming movie 'Partner'. The movie screening was held at Mumbai's Cinemax and the movie was especially showcased for underprivileged kids of Mumbai. The show was also attended by Govinda, Lara Dutta and Katrina Kaif - the cast of 'Partner'. The film was earlier previewed at the IIFA Weekend held at Yorkshire in June. IIFA is partnering with Global Cool in its initiative to educate people to join the effort to save the earth.

Global Cool has a ten year campaign to get a billion people worldwide to reduce their carbon emissions by a ton a year.

Sienna comes to India with the aim to spread awareness against the growing harmful effects of global warming and to remind us about our duty as global citizens towards Mother Nature. The agenda in association with IIFA included easy tips on how to protect the earth from increasingly damaging effects of global warming.

Sienna is excited to be in India. Her excitement was evident as she spoke about India, "For a country like India, environmental awareness is crucial. I'm glad to know that an international platform like IIFA with tremendous reach has taken up this responsibility to make Indians aware about global warming. It makes me immensely proud to be partnering global superstars like Salman Khan for this serious cause. We need to understand that, we have to stand together and work together to conserve the bounty of nature. Hence, it is my sincere request to my friends, fans and citizens of India to do their bit to keep global warming from harming this beautiful country."



Speaking at event, **Salman Khan** said, *"This year marked an important addition to IIFA's message to the world - the concern for environment. IIFA is partnering 'Global Cool' in its endeavor to save the planet. UN research has shown that even if the developed world reduces its greenhouse gas emissions dramatically, growth in emissions from rapidly emerging economies like India will drive up emissions beyond the climatic tipping point. It is important that we teach our kids the importance of natural resources. I truly think that the key to India's prosperity lies in our children. Hence I want to ensure a safe and secure future for as many underprivileged children as I can."*

Mumbai faces a serious threat due to Global Warming. Dharavi will possibly be the first place in India to go underwater due to rising sea levels! Sienna Miller during her Mumbai visit will also visit the Dharavi area and various other areas that are likely to be affected by global warming.

With climatic challenges looming large, IIFA has decided to address the concerns that the world has towards the hazardous effects that human activities are causing. Hence, was born the association with Global Cool - a movement across the world to create consciousness about the issue of global warming and to find new technologies to make our lives more eco efficient.

To know more about what you can do, log on to www.globalcool.org and click on 'IIFA myCO2'.

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About Global Cool

Global Cool has procured UN regulated carbon credits from the Indian continent to neutralize CO2 emissions produced by this trip and invest in clean, renewable energy projects. For more information please contact richard.kilgarriff@global-cool.com.

Global Cool aims to achieve a significant slowdown in global warming by getting a billion people to reduce their CO2 emissions by an average of one tonne a year for the next ten years. By mobilizing the people against global warming, Global Cool is aiming to make governments feel braver about making environmental legislation.

Global Cool is backed by the biggest names in popular entertainment and the biggest brains in environmental science, all of whom know that a billion people x a modest reduction of one tonne of CO2 per person = a billion less tonnes of carbon and a significant slowdown in global warming.

The Global Cool Foundation also invests in climate change projects around the world that help individuals, governments and businesses take on the challenge of tackling climate change.

Get started here - www.global-cool.com/myco2

About Climate Change

The 20th century was the warmest period of the last 1,200 years. Most of this warming has occurred since 1976 with the 1990s being the warmest decade on record.



2005 was the warmest year ever recorded. Over the coming century temperatures are expected to increase by 1.4 to 5.8°C, depending on the increase in emissions.

Predictions are based on a climate sensitivity of 3.5°C. If the climate is more sensitive to CO₂ than currently believed temperatures will rise considerably faster than predicted. Climate change is not just an environmental issue - rising temperatures and water shortages will lead to famine and starvation. It's thought that an average temperature rise of just 2°C would mean water shortage for an additional three billion people and a moderate to severe risk of mass extinctions in most ecosystems.

Wizcraft International Entertainment Pvt. Ltd .

Wizcraft International Entertainment, India's leading Brand Activation Company is dedicated to showcasing its expertise on the world stage. Having begun its operations in 1988, Wizcraft has conceptualized and produced events staged in Mauritius, UK, New York, Dubai, Singapore, Malaysia, South Africa, Iraq, Australia and Sri Lanka among others.

Wizcraft's clientele comprise leading global corporates, governments of various countries and leading international entertainment and sports associations and celebrities. The company is focused on providing Global Event Management Solutions at the doorstep of its clients.

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