



Call for Pitches

Key Climate Principles (Appendix A)

Top Line: Our world is changing, but, together, we can make the changes we need for a brighter future.

- 1. Earth is our home.** Our Earth has an invisible blanket of heat-trapping gasses that traps just the right amount of heat to keep our Earth the perfect temperature for us to live—it's not too hot or too cold. These gasses include carbon dioxide, methane, and water vapor.
 - Other planets have different blankets—Mercury's blanket is too thin, so it gets too hot in the sun and too cold in the shade; Venus is far too thick so it gets way too hot; Earth is just right.
- 2. It's getting hotter because of us.** Just like a thin sheet is different from a heavy blanket—how thick our blanket is matters. Right now, we humans are adding more heat-trapping gasses to the atmosphere, making it thicker.
 - This extra carbon pollution comes from electricity (how we power on); transportation (how we get around); manufacturing (how we make things); food (how we grow things to eat); buildings (how we live); and land-use (how we change the land and take care of nature). All the carbon pollution is building up in the atmosphere—it's making the planet hotter.
- 3. It's changing now and it's impacting us.** A hotter planet changes our climate. Wet is wetter, dry is drier, and hot is hotter. Storms, floods, and wildfires are more dangerous. This is changing what we do, the way we work, and how we live. It's impacting us all, but it is hurting some people more than others: people who have less are being hurt more and that's not fair.
- 4. But together, we can make the changes we need for a brighter future.** We can stop polluting our atmosphere and help our communities stay safe.
 - At home, we can talk to our families about making changes like using less electricity, taking public transportation instead of driving, changing what we eat, buying less stuff, and taking care of nature.
 - At school, we can talk to teachers and other kids about how we can add solar panels to get power from the sun, switch to electric school buses, and compost our cafeteria food waste.
 - We can prepare for the ways climate change might impact us to stay safe, like staying inside if it's too hot, planting trees at the playground to make more shade, and checking on our family, friends, and neighbors.
 - We can learn more from teachers, scientists, and leaders about climate change, new jobs, and what we can do.
 - We can create new ideas to help our communities and the world.
 - And **we can use our voice!** We can tell people why this matters, what we are doing, and what they can do to help.

By doing these things, we can care for each other and our planet. We can make a difference— in our homes, our schools, and our communities— when we work together. We can create a pathway to a brighter future.