

Dutch Run on Al Gore – Tamborine Times, 15 March 2007

In a phenomenon never seen before in the world, cinemas throughout the Netherlands, are letting the public view the film "An Inconvenient Truth" for free.

Showing the film for free in cinemas, is the first initiative of a young new foundation called the Planet Prosperity Foundation.

Six weeks ago the foundation made itself known and publicly set itself a goal to show the film for free in 20 cities in the Netherlands. Not only for one day, but for four weeks in a row, starting March 8th.

The project has started in 17 major cities, including Rotterdam and The Hague. It immediately led to a run on the 50,000 free tickets that are available in the coming weeks.

The last few weeks the foundation already gained the public support of respected politicians and businesses while the media in the Netherlands gave it constant attention. By showing the film for free the Planet Prosperity Foundation hopes to create more awareness among the general public about what is causing global warming and what the consequences of this process will be for people, nature and business alike in the near future if action is delayed.

Since the film is perceived by the public as an easy and understandable way to get informed on the subject of global warming, the foundation hopes that its initiative will be followed in other countries.

Visit the foundations website at www.planetprosperity.org