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FIGHT GLOBAL WARMING NOW

THE HANDBOOK FOR TAKING ACTION IN YOUR COMMUNITY

by **Bill McKibben** and
the Step It Up Team

Publication Date: November 1, 2007

FIGHT GLOBAL WARMING NOW: The Handbook for Taking Action in Your Community

(Holt Paperbacks/an imprint of Henry Holt and Company/November 1, 2007) is the first hands-on guidebook to stopping climate change. Drawing on the experience of the Step It Up campaign, a national day of rallies held on April 14, 2007, Bill McKibben—the bestselling author of the first major book on global warming, *The End of Nature*—shows how anyone can build the fight in his or her community, college, or place of worship.

Written with the Step It Up team, **FIGHT GLOBAL WARMING NOW** offers practical advice and helpful tips for environmental and other community activists, whether they have been in the movement for years or are organizing their first rally or campaign, just as thousands of Step It Up organizers did last April.

They describe how to

- jump-start volunteers with quick, ad hoc actions
- generate persuasive and meaningful political pressure
- plan creative events that draw media attention
- launch grassroots campaigns online
- rally diverse groups that all have a stake in the crisis—whether they know it yet or not

Complete with an extensive resource list, from climate change organizations and research reports to movies and magazine articles, McKibben and the team offer the definitive activist's toolbox. On **November 3, Step It Up 2: Who's a Leader?** will put into practice the lessons they learned from the first Step It Up campaign that produced more than 1,400 events in all fifty states, the largest global warming activist event in U.S. history.

In 1968, observing the state of civil rights in America, Reverend Martin Luther King Jr. said, "We are now faced with the fact, my friends, that tomorrow is today. We are confronted with the fierce urgency of now." And with the escalating effects of global warming already upon us, time is of the essence. **FIGHT GLOBAL WARMING NOW** offers the blueprint for a mighty new movement against the most urgent challenge facing us today.

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About the Authors

Bill McKibben is the author of ten books, including *The End of Nature* and *Deep Economy*. A former staff writer for *The New Yorker*, he writes regularly for *Harper's* and *The Atlantic Monthly*, among other publications.

The **Step It Up Team** are activists Phil Aroneanu, Will Bates, May Boeve, Jamie Henn, Jeremy Osborn, and Jon Warnow. Step It Up, the national day of action on climate change, involved more than 1,400 events in all fifty states, the largest environmental protest in a generation.

For more information about Bill McKibben and his books, please visit www.billmckibben.com.

For more information about Step It Up and the upcoming November 3 day of action, please visit www.Stepitup2007.org.