



# #PlantBasedTreaty

## Council template media release

### Sending your media alert

Complete the template below with your relevant information and put it in the body of your email. Adapt to make it as local as possible! Send it to local and national journalists and news organizations a week before the motion. Then follow up again and give them a call the day before as a reminder!

⇒ For help with writing your media release or advice, please email [media@plantbasedtreaty.org](mailto:media@plantbasedtreaty.org)

**Email subject:** MEDIA ALERT: <<date>>, <<name of city or local government>> set to join global coalition calling for a Plant Based Treaty to tackle the climate emergency

### Media alert template

<< date alert is sent >>

**<< name of city or local government >> set to join global coalition calling for a Plant Based Treaty**

**Media contact:** <<name, mobile number, email>>

**WHAT:** On <<day and date>>, <<name of local city / local government>> will vote on a motion endorsing the global call for a Plant Based Treaty. If passed, the council would join a growing global coalition calling for the end of new deforestation, a halt to the expansion of animal agriculture and promotion of a healthy plant-based food system. Locals from <<insert local climate group name>> have been assisting the council with the motion, which will be tabled by Councillor <<name>>.

The motion would mean that the council formally endorses the goals and vision of the [Plant Based Treaty](https://plantbasedtreaty.org) which are:

1. ***RELINQUISH - No land use change, ecosystem degradation or deforestation for the purposes of animal agriculture***
2. ***REDIRECT - An active transition away from animal-based agricultural systems to plant-based food systems***
3. ***RESTORE - Restore key ecosystems and reforest the Earth***

**WHEN:** <<day, date, and time of the vote>>

<<Name of spokesperson>>, <<descriptor: school student, grandparent, farmer, member of X climate group, etc>> said, "<<Insert one line quote about climate impacts in your region such as bushfires, smoke, heatwaves, floods>>".

<<Name of mayor, councillor of official>> said, "<Insert one line quote from your champion about why they support the motion and hope to see it pass>>".

Bold and immediate action is needed this decade to address the climate emergency. As the main driver of deforestation and a leading cause of greenhouse gases, halting the expansion of animal agriculture and deforestation in order to fast-tracking towards a safer plant-based food system, will require unprecedented international cooperation.

Climate change is now the greatest threat facing our world. Allowing the continued acceleration of animal agriculture will lock in the catastrophic climate chaos and lead to societal breakdown. It is time for governments around the world to join the Plant Based Treaty to advance an equitable and sustainable plant-based food system, allowing for restoration and reforestation on a grand scale to absorb the dangerous levels of carbon emissions from our atmosphere.

We are hopeful that <<name of city/local government>> will vote in favour of the Plant Based Treaty.

### **Background**

More than **XX** organisations and many high profile academics and individuals have already signed the Plant Based Treaty. You can read more coverage about the Treaty at [plantbasedtreaty.org](https://plantbasedtreaty.org).

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