



Press Release

Electric December: Wishing for a Greener Knowle West 9 December

Wishing for a green Christmas this year? What more topical Christmas treat could you have at the moment but an online computer game where you get to have fun and learn how you can make your world a little bit more environmentally friendly?

Created by GreenBristol and Knowle West Media Centre, the Wishing for a Greener Knowle West game aims to raise awareness of the use of fossil fuels and how they contribute to global warming. It was inspired by the recent escalation of climate change, such as the dramatic collapse of the Larsen B ice shelf at the tip of the Antarctic Peninsula in 2002, the break-up of which is dramatized in the 2004 movie *The Day after Tomorrow*. Also, between 2004 and 2005, the permanent Arctic sea ice shrunk by 14%. No one expected this to happen and at this rate it will soon be gone. Global warming is happening much faster than people expected.

The Antarctic might seem far away, but the effects of global warming will be felt everywhere - Knowle West included. That's why we're wishing for a greener Knowle West. It's up to individuals and communities to find creative, fun and practical solutions that make a difference, so why not make a start with this game?

Electric December is Watershed's widely acclaimed online digital advent calendar, which offers a new and totally unique digital present every day from 1 Dec - counting you down to Christmas.

Notes to editors

- The Flash programming is thanks to Martin Hanstead with some graphics created by Clare Cunningham.
- For more about the Knowle West Media Centre see <http://www.kwmc.co.uk/>
- For more on GreenBristol see <http://greenbristol.blogspot.com/> and <http://www.greenbristol.org.uk>
- For further information on the collapse of the Larsen B ice shelf please visit <http://nsidc.org/iceshelves/larsenb2002/animation.html>
- To find out more about the rapid changes in the Arctic Sea ice please visit http://www.nasa.gov/home/hqnews/2006/sep/HQ_06315_sea_ice.html
- Electric December is an example of the work contributing to Bristol's bid to The Digital Challenge, which offers a £7m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at <http://www.egovmonitor.com/node/1716>
- Find out more about Electric December, and download images and press releases at <http://www.electricdecember.org/06/press>
- Electric December is a Watershed project supported by Bristol City Council and Bristol Evening Post.
- You can see the last seven years of Electric December now at
- www.electricdecember.org
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