



PRESS RELEASE 05/07/08:

‘DOING THE CARBON NEUTRAL DANCE’

Londoners are being invited to take small steps on the dance floor and reduce their carbon footprint — raising money to buy rubber trees in the developing world.

This Thursday 10th July will see the first ‘Carbon Neutral Dance’ — the Sustainable Summer Salsa Party — at The Cuban in Camden, London. It is being organised by **Worldview Impact** (a new London-based social enterprise trying to encourage green business investments).

From now until December hundreds are expected to gather for ten nights of dancing and socialising, with a like-minded objective. Guests will pay £15 for a ticket (the cost of planting a rubber tree in the developing world) and so give something lasting back to the planet. There will be salsa lessons and performances from experts, across a variety of styles (including merengue, bachata and Latin beats).

‘Even though we’re dancing here, having a great time, the resources we raise will have a direct impact on the living conditions and lifestyles of those in the developing world — who don’t have the same luxuries we have in London’ says Bremley Lyngdoh, London School of Economics PhD graduate, and founder and CEO of Worldview Impact.

The ‘Carbon Neutral Dance’ parties are particularly aimed at those who want to make a difference in tackling climate change, but who feel disconnected from party politics.

‘I don’t want young people to feel apathetic or disengaged, but inspired, powerful, connected, and engaged — believing you can make an impact and build a community’ says Bremley Lyngdoh.

‘The cost of inaction will be massive in the future, so it is going to be much cheaper for the world to act now, and at least try and mitigate climate change for later generations.’

‘We who are living on the planet right now are actually borrowing the planet from future generations — so what right do we have to damage their future, while we live now? What about the next generations? Our grandchildren? What kind of world will they live in?’

An individual attending all ten of the planned parties will pay for the planting of ten rubber trees, and offset *all* the carbon an average European produces each year.

-ENDS-

For more information, photos, or to arrange an interview with Bremley Lyngdoh, please contact Andrew Horton on 07769 558 504 or a.horton@worldviewimpact.com

NOTES FOR EDITORS:

Venue: The Cuban, Camden Lock, Chalk Farm Road, Camden, London, NW1.

Dates: 10 July 2008, 20 Aug, 11 Sep, 27 Sep, 9 Oct, 30 Oct, 7 Nov, 22 Nov, 3 Dec, 18 Dec.

Times: 1930- 0200

Tickets: Can be bought online at www.worldviewimpact.com for £15 (or £20 on the door).

About Worldview Impact Ltd.:

Worldview Impact aims to provide effective solutions to reduce climate change by planting rubber trees for absorption of carbon dioxide; cutting poverty by creating sustainable livelihoods for the poor; and to work in close cooperation with local communities to support sustainable development.

Worldview Impact makes it possible for the average person or company to invest in ecological and environmentally beneficial rubber trees. It is a sound investment with very high returns. It also allows individuals and companies to offset their carbon footprint (the average European contributes to 10 tonnes of carbon a year).

It works by investing in green business opportunities at the community level starting in seven pilot countries in Asia (Sri Lanka, India, Bhutan, Thailand, Vietnam, Cambodia and Laos). Then, based on Worldview Impact's learning experiences in Asia, the business will be expanded to Africa and the Americas.

www.worldviewimpact.com