

# People.Power.Planet Announcement

## Student News Announcement – Year 1, First Announcement

*Ignite: “People.Power.Planet”*

This announcement introduces students to the newest campaign from People.Power.Planet. It is meant to supplement posters, activities, and other campaign materials. If a school does not do a video or audio broadcast of weekly or daily announcements, this can be submitted to the student newsletter editor instead.

### ***Instructions for Champions or Communication Lead***

Champions should submit this announcement to the staff leader in charge of the student news broadcast or newspaper at the start of the campaign’s corresponding semester (in this case, the first-ever semester of the program). The new campaign announcement should be distributed at the same time as posters and other materials for that campaign to ensure a simultaneous and complete launch. Students are the intended audience; the announcement is not meant for distribution in staff emails or community outreach bulletins.

### ***Announcement***

Our school is beginning a new effort that will help us learn how to waste less energy and take better care of the earth: People.Power.Planet. Throughout the winter and spring, we will learn how “People have the Power to better the Planet.” We will be forming a team called the Power Patrol that will conduct energy audits of our building and remind everyone to help save energy and the environment. If you want to join our school’s Power Patrol, talk to our school’s program Champion, [Insert Champion Name]. You will be seeing more about People.Power.Planet in the coming weeks, but you can start now and take the pledge to do your part to help our school use less electricity and water, decrease waste, pollute less, and save money. Visit [PeoplePowerPlanet.com/schools](http://PeoplePowerPlanet.com/schools) to take action and stay tuned for more!

### ***Questions?***

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