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## **CURRENT TV AND ITN SOURCE INVITE VIEWERS TO CREATE 'ECO-SPOTS' PROMOTING CLIMATE PROTECTION**

*San Francisco, CA (July 9, 2007)* – In partnership with US-based Current TV, **ITN Source**, the world's leading provider of motion imagery, will be providing Current TV viewers with provocative video footage to be incorporated in the “**:60 Seconds to Save the Earth**” contest.

The competition, which was announced by Al Gore and Cameron Diaz at the **Live Earth** concerts on Saturday, challenges viewers across the US, UK and the Republic of Ireland to create 15-, 30- or 60-second 'Eco-Spots' – short, powerful and hard-hitting public service announcement (PSA) videos - about taking action or motivating change to help fight the climate crisis.

ITN Source has collected a selection of inspiring video clips from its enormous moving image library of scenes related to the climate crisis and the environment, which participants can download, edit and incorporate into their ecospots. Applicants are encouraged to visit [www.current.com/ecospot](http://www.current.com/ecospot) to learn more about the contest, download the footage supplied by ITN Source and submit their ecospots.

To learn more about ITN Source's 800,000 hours of iconic and inspiring video content, visit [www.itnsource.com](http://www.itnsource.com).

Video submissions for the “**:60 Seconds to Save the Earth**” contest can be uploaded to the Current website ([www.current.com/ecospot](http://www.current.com/ecospot)) until September 12. **Cameron Diaz**, joined by **Orlando Bloom**, **George Clooney**, director **Sam Mendes**, **Alex Bogusky** of leading ad agency Crispin Porter + Bogusky, legendary advertising director **Joe Pytko** and **Cathy Zoi**, the founding CEO of the Alliance for Climate Protection, will select twenty finalists. Current TV's online community will then vote for their favorite ecospots. The winners will be announced on November 13 and winning ecospots will be aired internationally on Current TV, featured in the Alliance's national campaign and showcased on MySpace's Impact channel (<http://impact.myspace.com>). The grand prize winner will receive a Toyota hybrid car while three finalists will win Sony electronic products, from a Bravia HD TV to a Vaio, and sixteen semi-finalists will receive T-Mobile Sidekicks.

### About Current

Launched August 1, 2005, Current TV is the only 24/7 cable and satellite television network produced and programmed *for* and *by* its audience. Current TV shows young adults what's going on in their world, in their own voice, offering programming that's authentic, often surprising, and consistently compelling.

Aiming to democratize TV and provide viewers with editorial control, Current pioneered the television industry's leading model of interactive "viewer created content" (VC2). Comprising roughly one-third of Current's on-air broadcast, this allows its audience to submit short-form, non-fiction video "pods," viewer created ad messages (V-CAM) and mobile video.

Current's award-winning programming ranges from daily pop culture coverage to political satires as featured in "SuperNews" to unprecedented music journalism in "The Current Fix" to unique insights into global stories through Vanguard and Citizen Journalism. Current is now seen in the U.S. and U.K. in more than 50 million households through distribution partners Comcast, Time Warner, DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSKyB (channel 229) and Virgin Media Cable (channel 155). For more information, please visit the website: [www.current.tv](http://www.current.tv).

#### About ITN Source

ITN Source (formerly *ITN Archive*) is the world's leading provider of motion imagery, containing over 800,000 hours of iconic and creative footage captured over three centuries. From news to drama, celebrity, comedy, music, wildlife, natural history and film, to an inspirational new Stock Footage section, and growing at a rate of over 20 hours a day, ITN Source is first for inspiring and innovative video content.

ITN Source represents the world's largest collection of moving image libraries including, Reuters, ITN, Channel 4, Granada, British Pathe, Fox News and Fox Movietone, Channel 9 News and other specialist collections. An advanced digital website offers users the convenience of searching for, viewing, downloading and purchasing inspiring and captivating professional footage at the touch of a button.

With headquarters in London, ITN Source has sales offices across the globe in New York, Los Angeles, Canada, Berlin, Paris, Johannesburg, Sydney and Tokyo.

For further information, visit [www.itnsource.com](http://www.itnsource.com)

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