



**IT'S TIME FOR AN INTERVENTION!**

***Tune in to MTV for the premiere of Break the Addiction: An Inconvenient Truth movie special on Friday, May 26th at 7:30pm ET/PT to find out why it's time to stand up and actually do something about global warming.***

Former Vice President Al Gore's new action-packed documentary *An Inconvenient Truth* stormed into theatres in New York and Los Angeles this week and soon will be opening across the country. The film chronicles Gore's personal crusade to communicate to the world the urgent need to fight global warming, which threatens our very ability to live on this planet. And Gore isn't the only one...experts say that we only have ten years to reverse this trend, so there isn't a moment to spare.

We have to act now to ensure that this call for action resonates far and wide. Together we must encourage Americans across the country to take the first step toward facing our addiction to oil and overconsumption. A great way to start is by watching MTV's Break the Addiction movie special and then going to see the actual film *An Inconvenient Truth*, which exposes the terrifying truth about global warming and forces us all to face the facts. But there is hope...

MTV's new campaign, Break the Addiction, is all about encouraging simple, everyday actions to help reverse the effects of global warming. You can shop smarter, transport better, make simple changes to your daily routine, and take political action to save our planet a little bit every day.

\* Learn more about *think* MTV's *An Inconvenient Truth* movie special ([http://www.mtv.com/thinkmtv/features/environment/inconvenient\\_truth/](http://www.mtv.com/thinkmtv/features/environment/inconvenient_truth/))

\* Watch the movie trailer here! ([http://www.stopglobalwarming.org/sgw\\_feature.asp?id=11](http://www.stopglobalwarming.org/sgw_feature.asp?id=11))

\* Find the theater nearest you showing *An Inconvenient Truth* (<http://www.climatecrisis.net/findatheater/>)

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***Break the Addiction is MTV's 12-month, 12-step campaign to give young people the tools they need to change their daily habits to help end global warming and mass overconsumption. Go to think.mtv.com to check out simple, daily action tips, as well as in-depth environmental resources and ways to get involved. You can also calculate the amount of carbon dioxide emissions and dollars you'll save by making smarter, everyday choices.***