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**Laurie David & Sheryl Crow Hit the Road on “Stop Global Warming College Tour”**

*Philips Encourages College Students Encouraged to “Simply Switch” to CFL Light bulbs  
StopGlobalWarming.msn.com launches on MSN to Encourage Americans to Become Part of the Movement*

Los Angeles, CA – Global warming activist Laurie David and Grammy Award winning singer-song writer Sheryl Crow will kick off the Stop Global Warming College Tour in Dallas, TX to urge college students to become part of the movement to stop global warming and demand solutions from themselves, their schools and their country.

During the two-week tour, college students, university leaders, faculty and staff will be encouraged to join the Stop Global Warming Virtual March ([www.stopglobalwarming.org](http://www.stopglobalwarming.org) or [stopglobalwarming.msn.com](http://stopglobalwarming.msn.com)) and have their voice counted as the bus rolls through their campus. Over 675,000 individual marchers from all 50 states have joined the virtual march to acknowledge that the U.S. is feeling the impact of global warming right now and to demand solutions to the problem.

“History proves that college students have the ability to be the driving force in large-scale social change and now -- more than ever -- is the time for students across the country to become global warming activists,” said Laurie David, founder of stopglobalwarming.org and author of *Stop Global Warming: The Solution is You!*

The College Tour will begin on Monday, April 9<sup>th</sup> at Southern Methodist University (SMU) in Dallas, Texas, and continue on to 10 universities across the Southeastern United States in a bus using bio-diesel fuel. The tour schedule is as follows:

Date	College:	City:	Location
Monday 4/9	Southern Methodist University (SMU)	Dallas, Texas	McFarlin Auditorium, 8pm
Tuesday 4/10	Texas A&M	College Station, Texas	Rudder Arena, 7:30pm
Wed. 4/11	Louisiana State University	Baton Rouge, LA	LSU Union Theater, 7:30pm
Thursday 4/12	Loyola University	New Orleans, LA	Republic New Orleans, 8pm
Friday 4/13	University of Alabama at Birmingham	Birmingham, AL	Bartow Arena, 7:30pm
Monday 4/16	University of Florida	Gainesville, FL	Stephen O’Connell Center, 7:30pm
Tuesday 4/17	Middle Tennessee State University	Murfreesboro, TN	Murphy Center, 7:30pm
Wed. 4/18	Vanderbilt University	Nashville, TN	Life Center Ballroom, 7:30pm
*Thursday 4/19	University of Virginia	Charlottesville, VA	Charlottesville Pavilion, 7:30pm
*Special Performance by Robert Randolph & the Family Band*			
Saturday 4/21	University of Maryland	College Park, MD	Cole Field House, 1pm
Sunday 4/22	George Washington University	Washington, DC	The Smith Center, 4pm

The 90-minute presentations will include remarks by David, a short performance by Crow, clips from *An Inconvenient Truth*, humorous clips from top comedians, and a dialogue with students.

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“The more I learn about global warming, the more I know that we all have to do something to be a part of the solution. I am thrilled Laurie & I have the opportunity to go on the road and combine our efforts to educate the next generation on how they can make a difference,” said Sheryl Crow.

Philips has partnered with the Stop Global Warming Tour to support this national call-to-action. As part of the Philips “Simply Switch and Save” campaign, the company will offer every student who attends the tour a free compact fluorescent light (CFL) bulb, in an effort to motivate them to switch to more energy-efficient lighting options.

“Sustainability is an integral part of Philips activities and we believe in adopting environmentally-friendly practices such as the Stop Global Warming College Tour,” says Paul Simonetti, Director, Brand Communications, Philips. “By asking consumers to simply switch at least one traditional light bulb with a more energy-efficient one, together we can make a difference in the overall reduction of harmful greenhouse gas emissions and help make the world a more sustainable place to live.”

In addition, [stopglobalwarming.msn.com](http://stopglobalwarming.msn.com) launches today. The new site created with MSN uses rich media and in-depth information to extend the Stop Global Warming Virtual March to the MSN network of 465 million users. The site will provide day to day coverage of the Stop Global Warming College Tour, offering exclusive behind the scenes video, interviews from the road, posts from an embedded blogger and solutions that consumers can use to combat global warming. [Stopglobalwarming.msn.com](http://stopglobalwarming.msn.com) will also work to foster a community of concerned citizens using MSN properties, such as MSNBC environmental news message boards, and a Windows Live Messenger theme pack from [StopGlobalWarming.org](http://StopGlobalWarming.org), to empower users to show their support in the fight against global warming.

“At MSN, we believe that the Internet is going to change the world,” said Joanne Bradford, corporate vice president and chief media officer at MSN. “We’re excited to extend the Stop Global Warming Virtual March to the MSN network of 465 million users and empower consumers to make a difference and help protect our environment.”

In celebration of its second annual May green issue, ELLE Magazine, along with its guest editor Laurie David, will host the tour’s official kick-off party on April 5<sup>th</sup>, 2007 in Los Angeles with special performances by Sheryl Crow and KT Tunstall.

“Laurie David has almost single-handedly changed the debate on global warming. She and Sheryl are setting out not just to raise awareness but to engender in people a sense of personal responsibility for the environment. We are thrilled to support them in that effort,” said Roberta Myers, editor-in-chief of Elle Magazine.

The tour will conclude on April 22<sup>nd</sup>, 2007 at the George Washington University Smith Center where special guests will join the two for a celebration of Earth Day. The following day, Crow & David will deliver the clear, resounding message of millions of Americans – from those they meet on the road and those who have joined the virtual march – directly to the halls of Congress: Americans want immediate federal action to stop global warming.

The bus tour is also a partner with the leading environmental organization the Natural Resources Defense Council (NRDC). For more information, visit [www.stopglobalwarming.org](http://www.stopglobalwarming.org), a project of the Tides Center or [stopglobalwarming.msn.com](http://stopglobalwarming.msn.com).

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