



NEWS

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FOR IMMEDIATE RELEASE

**SURVEY REVEALS ARIZONANS
THREATENED BY GLOBAL WARMING**

Annual Livability Summit on April 27 to Increase Public Involvement

PHOENIX (March 27, 2007) – A recent Valley Forward survey on climate change revealed that 65% of Valley residents perceive global warming is a big or moderate threat. The non-profit environmental public interest organization commissioned the telephone survey of 700 Valley residents from WestGroup Research in early 2007 to determine perceptions on the issue prior to hosting a half-day conference on the topic next month.

A total of 32 percent of the respondents said global warming is a small threat or no threat at all. While the majority of survey respondents believe that climate change is a threat, most were concerned with the global impacts as opposed to local consequences.

To achieve greater public action and involvement for the issue, Valley Forward Association will present its annual Livability Summit on April 27, from 7:30 a.m. to 1:30 p.m. This event, titled “Climate Change – Its Causes, Effects and Solutions,” will serve as a local follow-up to Al Gore’s live presentation of *An Inconvenient Truth* at Arizona State University on April 2, which is co-sponsored by Valley Forward.

Valley Forward’s Livability Summit will be held at the Phoenix Convention Center and will feature internationally renowned experts who will discuss: smart energy choices to slow global warming; the role of business and industry in solving this problem; global policy; Arizona’s Climate Action Plan; and the Western Region Climate Action Initiative.

“The survey results indicate Arizona residents feel threatened by the occurrence of global warming,” says Diane Brossart, president of Valley Forward. “Our Livability Summit is designed to provide an Arizona perspective on this global issue.”

For more information on the Livability Summit, visit www.valleyforward.org.

SURVEY FINDINGS

Thirty-two percent of survey respondents believe climate change or global warming is a “big threat” to society. Another 33 percent feel the issue is a moderate threat, and 17 percent feel the threat is small. Only 15 percent of respondents believe there is no threat from global warming, and 3 percent indicated they have no opinion.

Additionally, the survey indicates global warming or climate change is the top environmental challenge globally, while air pollution or air quality is the number one local challenge.

Established in 1969, Valley Forward Association is a non-profit organization that brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts that improve the environment and quality of life in Valley communities.

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