



For Immediate Release

Alberta Museums Association, Coalition of Museums for Climate Justice launch new video series *Taking Action Against Climate Change*

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Edmonton, Alberta - The Alberta Museums Association (AMA) in partnership with the Coalition of Museums for Climate Justice and Shadow Light Productions, is excited to announce the launch a new video series *Taking Action Against Climate Change*. These five videos – which debuted at the AMA’s 2018 Conference *Cultivating Connections: Museums and the Environment* – will raise awareness of this vital issue and support the global museum community in taking an active role in the fight against climate change. The series, along with *Museums and the Climate Challenge* video, released in April 2018, are funded in part by the Government of Alberta and will provide resources for museums as they embrace their role as agents of change in society.

Containing practical examples of how individuals can take proactive action to address climate issues, the five videos are intended to be shared across multiple platforms by the Alberta museum community and beyond. The videos are hopeful and engaging, and demonstrate not only what museums are doing to mitigate their carbon footprints but also how individuals and other institutions can, by making sustainable choices, affect real change to address this global problem.

“Museums are key civic resources in promoting public conversations about our collective well-being” says Dr. Robert R. Janes, Founder and Co-Chair of The Coalition of Museums for Climate Justice. “The Coalition of Museums for Climate Justice is honoured to partner with the Alberta Museums Association and Shadow Light Productions to produce these videos, all of which are intended to broaden and deepen public engagement in climate change awareness and community resilience.”

“These five new videos continue the dialogue that began with our first video: *Museums and the Climate Challenge*.” says Meaghan Patterson, AMA Executive Director / CEO. “They demonstrate how museums continue to facilitate and lead conversations around issues that are important to their communities and find innovative and inclusive solutions that impact the future of our communities. We hope they will be widely distributed, and inspire people to take action now to combat climate change and build a more sustainable future.”



Background

The Alberta Museums Association provides a variety of programs and services to over 500 museums and museum professionals across Alberta. Through its focus on community engagement, social responsibility, and sustainability, the AMA utilizes its funding, accreditation, awards, and professional development opportunities to help institutions affect real social and environmental change in their communities. The AMA believes that museums can leverage their positions as trusted institutions to encourage respectful dialogue, provide educational opportunities, and bring awareness to some of society's most pressing issues.

The Coalition of Museums for Climate Justice mobilizes and supports Canadian museum workers and their organizations in building public awareness, mitigation and resilience to address climate change. The Coalition welcomes participation from people who are employed within Canadian museums and other cultural institutions, along with those who work in support of museums in Canada and around the world, including board members, volunteers, consultants, students, scholars and public servants.

Shadow Light Productions Ltd was established with lead partners, Doug Latimer and Rachel Gauk in 2003 to produce commercial and educational content, documentaries and Public Service Announcements for television and clientele. SLP are also specialists in creating and coordinating large scale video projects (like their *Raising Our Healthy Kids* collection of over 70 short, snappy English and French health-based videos, in collaboration with *Alberta Health Services* and the *Dietitians of Canada*, airing on CTV).

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