



### **Let the Environment Day Challenge begin!**

For this year's World Environment Day (WED) on June 5th, The Goodwill Ambassadors of the United Nations Environment Programme Gisele Bündchen and Don Cheadle are battling for your vote in the ultimate WED Challenge ( [Link to video](#) ).

World Environment Day is all about positive action for the environment and underscores how the power of our individual actions, when combined, is exponential. In the run-up to WED, individuals, groups, families and schools – even entire communities - can post details of their planned green events online. When registering a WED activity, you'll be asked to pledge your activity to either Don Cheadle or Gisele Bündchen.

Gisele Bündchen has pledged to plant a tree for every activity registered in her name and Don Cheadle has pledged to plant two. When the votes are calculated on June 5th, the result will be a new forest planted by the winner.

The actions can be big or small, local or international, everything from switching from plastic bags to cloth bags, car-pooling with colleagues or organizing a tree-planting day.

### **About World environment day**

Led by the United Nations Environment Programme, and celebrated annually on 5 June, World Environment Day is one of the principal vehicles through which the UN stimulates worldwide awareness and encourages political attention and action on environmental issues. WED 2011, in support of the **UN International Year of Forests (IYF)** (internal link to facts about IYF), is aimed to be the biggest, most widely celebrated global day for positive action on behalf of the environment and will be hosted this year by India.

This year's theme – Forests: Nature at Your Service– underscores the variety of life-sustaining services that forests provide and calls us all to take action to protect these resources and move towards a green economy.

Read more about the WED Challenge

<http://www.unep.org/wed/challenge/>