

## HOT WOMEN CAMPAIGN FINDS SUPPORT IN INDIA

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Indian women are the latest supporters of a campaign to reduce their carbon emissions, according to the UK humanitarian Louise Burfitt-Dons who is spearheading the worldwide initiative for the Global Warming Alliance. 'What women do has always made a global difference,' she says on her video appeal on the website [hotwomencampaign.org](http://hotwomencampaign.org). 'With its growing population and as a country that is already facing tremendous pressures due to rapid development India is particularly vulnerable to the impacts of climate change from storm surges, droughts and floods. Indian women are concerned for their future.' The campaign has a colourful range of tee shirts and tote bags to support its messages

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About Louise Burfitt-Dons: Louise Burfitt-Dons is campaigning director of the Global Warming Alliance.

[en.wikipedia.org/wiki/Louise\\_Burfitt-Dons](http://en.wikipedia.org/wiki/Louise_Burfitt-Dons)

About the Hot Women Campaign: The campaign's goal is to inform the wider public and women in particular who have no prior knowledge of the effects of global warming on their countries. The campaign also aims to influence women who think that their individual energy saving efforts will make no difference in a positive way by involving them in a virtual carbon emissions cutting collective. As women make up over half the population and are responsible for many of the decisions on consumer purchases the effects of this campaign could add significantly to the fossil fuel energy cuts required by the general public

Another important goal of the campaign is to inform the wider public and women in particular about the global nature of the climate change crisis and therefore promote carbon cutting as a humanitarian act. Initiatives encouraged in the campaign such as 'ecotoxing' will assist women who are searching for psychological boosts at the same time as introducing practical methods of helping the environment.. [www.hotwomencampaign.org](http://www.hotwomencampaign.org)

About Global Warming Alliance The Global Warming Alliance was set up to bring attention to the way climate change was occurring much faster than current predictions through research into changes in the macro climate parameters such as the tropopause, Hadley Cells and hurricane energy intensification. GWA urgently seeks wide ranging solutions to what it believes is the greatest threat to Man's survival as a high level species [www.globalwarmingalliance.com](http://www.globalwarmingalliance.com)

[You can find this press release here](#)