



From the desk of

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## **"Scare" Video from Heartland**

"Scare," a two-minute video highlighting the scare tactics of global-warming alarmists, has made its debut on the Internet.

The video is available at Heartland's Web site, on YouTube at:

<http://www.youtube.com/watch?v=UvLt3nU14W4&fmt=18> and on several other sites on the World Wide Web.

The video was created by RapidResponse Media, Washington, DC, launches The Heartland Institute's viral marketing campaign on the World Wide Web to promote the second International Conference on Climate Change, taking place March 8-10 in New York City. Approximately 1,000 scientists, economists, policy experts, elected officials, and civic and business leaders are expected to attend the conference.

Heartland released the video in the wake of former vice president Al Gore's claim before a U.S. Senate committee January 28 that "scientists are practically screaming from the rooftops" about the threat of global warming.

The first part of "Scare" shows President Barack Obama asserting that "the science is settled" on global warming and alarmist predictions of death and destruction. The voice-over suggests some of the alarmist propaganda is backed by "corporations heavily invested in so-called green technology."

With video footage of social and political unrest flashing, the video warns that the "cost of force-feeding these technologies into every corner of our lives could bankrupt a world already teetering on financial ruin."

The second half of the video features several science-based facts about climate change, including that the Earth has been cooling in recent years and global

temperatures have been warmer than today for most of the past 10,000 years.

It concludes by inviting viewers to attend the International Conference on Climate Change, where they can learn the Earth isn't in crisis, and the presenters "have the science to prove it."

"This is a provocative video on one of the most important public policy issues of day," said Joseph Bast, president of The Heartland Institute. "Heartland has distributed more than 1 million videos and books presenting scientific and economic facts that show global warming is not a crisis. We hope this video and the conference it is helping to promote are the final stake in the heart of global warming alarmism."

The video is available on several sites on the Web, including YouTube, Heartland's Facebook page, and at [www.heartland.org](http://www.heartland.org).

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