



For immediate release: December 4, 2008

Media contact: Giselle Barry, 650-543-7300

Source: The Reality Coalition

“Reality” Coalition Launches Campaign Debunking “Clean Coal” Myth

Calls on Coal Industry to Live up to the Promise of So-Called “Clean Coal”

Menlo Park, CA – Today, the Alliance for Climate Protection (www.climateprotect.org/about/alliance), League of Conservation Voters (www.lcv.org/about-lcv/), National Wildlife Federation (www.nwf.org/about/), Natural Resources Defense Council (www.nrdc.org/about) and Sierra Club (www.sierraclub.org/inside/) launched the “Reality” Coalition, a national grassroots and advertising effort to tell a simple truth: in reality, there is no such thing as “clean coal.”

Environmental experts agree that coal is the dirtiest fuel America uses to produce electricity. The “Reality” Coalition, then, is challenging the coal industry to come clean – in its advertising and in its operations. Coal cannot be considered clean until its carbon dioxide emissions are captured and stored.

“The reality is that there’s not a single home or business in America today powered by clean coal,” said **Brian Hardwick of the Alliance for Climate Protection**. “If coal really wants to be part of America’s energy future, the industry can start by making a real commitment to eliminating their pollution that is a leading cause of global warming.”

Hardwick continued: “It is high time for the coal industry to come clean and admit to the American people that today clean coal is not a reality. No matter how much they say it in their advertising, coal can’t truly be clean until the plants can capture global warming pollution. With so much at stake, we can’t afford to hang our hats on an illusion.”

Beginning today, the “Reality” Coalition will launch a multi-million dollar ad campaign, running in print, broadcast and online media and supported by the website, www.ThisIsReality.org. The ads were designed and produced by Boulder, Colorado-based Crispin Porter + Bogusky, the agency responsible for the ground-breaking “Truth” anti-tobacco campaign.

The first “Reality” print ad shows a solitary door labeled “Clean Coal Facility Entrance.” Behind the door, though, lies a barren field. “In reality, there’s no such thing as clean coal,” the ad states.

The ad continues: “Coal is one of the leading causes of global warming. But that hasn’t stopped the coal industry from advertising clean coal. Yet, the truth is there isn’t a single commercial coal plant in America today that captures its global warming pollution. Learn more about what the coal industry is not telling you ...”

Reality’s first TV ad follows the same premise and can be viewed at www.ThisIsReality.org.

The “Reality” Coalition today echoes the call made by former Vice President and Alliance for Climate Protection Chairman Al Gore in a recent *New York Times* op-ed that until coal is truly clean, there should be no new coal-fired power plants built in America.

“The coal industry has spent hundreds of millions promoting ‘clean coal’ technology, but in reality, there is not a single large-scale demonstration project in the United States for capturing and safely burying all of coal’s CO₂ emissions,” **Vice President Gore** said. “The industry must make good on its promise if they truly want to do their part to solve the climate crisis. Until that happens, coal cannot be called ‘clean’.”

“The coal industry is running a cynical and dishonest campaign to mislead the American people, while they stand in the way of real solutions,” said **Gene Karpinski, President of the League of Conservation Voters**. “The ‘Reality’ Coalition is aimed at holding them accountable for their outlandish claims.”

Added **Natural Resources Defense Council President Frances Beinecke**: “Big coal is spending millions to make us think that coal use today is ‘clean.’ But all their dirty money can’t hide the truth -- coal as it’s used today is the dirtiest climate-killing fuel on earth.”

“Everyone has a role to play in creating our clean energy future,” said **Sierra Club Executive Director Carl Pope**. “It’s time for the coal industry to stop fighting against efforts to bring about a green economy and instead start living up to its clean coal rhetoric.”

“We need to clean up coal, not spend billions on a scheme to market coal as clean,” said **Larry Schweiger, President and CEO of the National Wildlife Federation**. “It’s time to build a better energy future with existing clean sources like wind and solar that will create jobs, boost our economy and confront the climate crisis head-on.”

About the “Reality” Coalition

The “Reality” Campaign is sponsored by the Reality Coalition, a joint project of the Alliance for Climate Protection, League of Conservation Voters, Natural Resources Defense Council, National Wildlife Federation and Sierra Club. The Reality Campaign tells the truth about coal today -- it isn’t clean. We are challenging the coal industry to come clean -- in its advertising and in its operations.