



Rough Guides launch Climate Change handbook

“A stunningly good and much-needed book”

James Lovelock, author of The Revenge of Gaia

Covering the symptoms, the science, and the debates of global warming.

Earlier this year, Rough Guides announced an initiative to alert its millions of readers to the dangers of climate change. One of the fastest-growing contributors to global warming is air travel. Mark Ellingham, the founder of Rough Guides, announced that all Rough Guides would devote a page to explaining the issues and offering advice about how to deal with them, including the suggestion to fly less and stay longer, and to pay carbon offsets for your travel to one of the carbon offset organisations which invest in renewable energy and carbon sequestration measures.

“The campaign – which continues in our books and online – has helped raise awareness”, says Ellingham, “but we felt we could and should do more”. Rough Guides, Britain's best-known guidebook publisher, have now published **The Rough Guide to Climate Change**. “This is core Rough Guides territory: a big issue that needs explaining on a popular level. People have grown to trust our information and approach, and I think this is a book that can play a huge role in getting the issue across, as well as discussion of what we as individuals can and must do, in our own lives and in the companies that we work for. This is absolutely the key issue of our time – and if we don't act now, there is a real and urgent danger to the viability of our planet, within our own children's lifetimes.”

George Muir, Director General of the Association of Train Operating Companies said, “Climate change is a crucial, world-wide issue. The more we can understand about its effects, the more likely it will be that we will find long term sustainable solutions. **The Rough Guide to Climate Change** is an important contribution to the debate, and a wake-up call for society to change and adapt its behaviour.” Mr Muir added, “It is important that the travelling public understands how their choice of transport impacts on our environment. Travelling by rail is far less damaging to the environment than travelling by aeroplanes or cars. There is also a significant reduction in polluting emissions from rail-freight compared with HGV road transportation. Our message is simple – if the environment is important then choose the train!”

The author of **The Rough Guide to Climate Change**, Robert Henson, is a highly respected American climatologist, who works for the National Centre for Atmospheric Research, in Colorado. “If global warming is one of the most daunting challenges humanity has faced”, says Henson, “it's also a unique opportunity. The difficult steps needed to deal with it could hasten our transition to cleaner, sustainable forms of energy and we could emerge from that transition with new ways of achieving global unity on other tough issues. There may be a silver lining after all.”

The Rough Guide to Climate Change gives the complete picture of the single biggest issue facing our planet. Cutting a swathe through scientific research and political debate, it lays out the facts and assesses the options – global and personal – for dealing with the threat of a warming world.

The Symptoms How rising temperatures and sea levels, plus changes to extreme weather patterns, are already affecting life around the world.

The Science What we know and how we know it, plus the fascinating story of climate through the ages.

The Debates Sceptics, politicians, activists and lobby groups – how and why climate change became a political hot potato.

The Solutions How governments, scientists and engineers plan to tackle the problem, plus in-depth information about what you can do to help.

NOTES FOR EDITORS

- Rough Guides, founded by Mark Ellingham and Martin Dunford in 1982, publishes 300 travel titles and 60 books on reference subjects from music to computing.
- Author and highly respected climatologist Robert Henson grew up in Oklahoma City, surrounded by the wild weather of the US Great Plains. He joined the National Centre for Atmospheric Research and its parent organisation, the University Corporation for Atmospheric Research in 1989. Alongside his research he has used his knowledge to write for *Nature*, *Scientific America*, *Discover*, *Audubon* and *Sierra*, and work as a contributing editor for the magazine *Weatherwise*. He is also author of the *Rough Guide to Weather*.
- The *Rough Guide to Climate Change* (ISBN 1-84353-711-7) is published 28 September 2006.
- This *Rough Guide* is a “climate neutral” book; emissions created by every aspect of the book’s production have been offset by Climate.Care.org at Rough Guides’ expense.
- Rough Guides’ Climate Change campaign, printed in every *Rough Guide*, is worded as follows:

“FLY LESS, STAY LONGER AND OFFSET YOUR EMISSIONS

Rough Guides regard travel, overall, as a global benefit, and feel strongly that its economic advantages to developing countries are important and that responsible tourism should be supported. But we all need to limit our personal impact on global warming, and that means giving thought to how we travel, and how we can redress the environmental damage caused by travel, and in particular flights – the fastest-growing contributor to climate change. You might consider going by train rather than a short-haul flight and, if you have to fly, aim to do so less often, and offset your carbon emissions: the offset on a short-haul flight costs no more than the price of a drink. Rough Guides offsets all its authors’ travel with the organisation *Climate Care*, which provides funds for carbon sequestration schemes and alternative fuel technology development. We encourage all readers to do the same, using the simple drop-down calculator and online payments at www.roughguides.com/climatechange.”

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