



HOME

STORY: UN / WORLD ENVIRONMENT DAY

TRT: 3:06

SOURCE: UNTV

RESTRICTIONS: NONE

LANGUAGE: ENGLISH / NATS

DATELINE: 5 JUNE 2007, NEW YORK CITY

SHOTLIST:

1. Wide shot, exterior, United Nations headquarters
2. Wide shot, school children performing
3. Close up, Teri and Bindi Irwin watching
4. Med shot, Marjorie Kaplan, President and General Manager of Animal Planet and Discovery Kids Media introducing Bindi and Teri Irwin and gives Bindi an award
3. SOUNDBITE (English) Bindi Irwin, daughter of famed conservationist Steve Irwin:
"We really do have to save our oceans, not just our oceans but also things on our land. Like my mom said before, every single time we kill a species it might not be too much, but it takes a brick out of a house, or the building or whatever thing you want to use but I mean it just takes a little bit out and pretty soon, the building is going have to fall down and you can't build it back up."
5. Various shots, Teri and Bindi reading
- 6.SOUNDBITE (English) Bindi Irwin, Bindi Irwin, daughter of famed conservationist Steve Irwin:
" Global warming today, it's just getting hotter and hotter and hotter and hotter. We need the ozone layer otherwise we can't live on planet earth and also it's just really sad because all the animals, they didn't do anything to harm us, it's us that we're doing something mean to them."
7. Teri and Bindi reading
- 8.SOUNDBITE (English) Teri Irwin, wife of of famed conservationist Steve Irwin:
"Steve lived the greatest lesson which is we don't know how long we have on planet earth and we need to strive to make the biggest difference we can while we're here. And not to lose hope and think what can one person do I mean how am I going to save the orangutans in Borneo when the one thing that we all have being city dwellers is we've got time and we've got money. So even if we aren't willing to dedicate our lives to wildlife conservation, all of us have to do something because humanity is intrinsically entwined with wildlife and wild places."
9. Various shots, sneakers
- 10.SOUNDBITE (English) Stephon Marbury, Point Guard, New York Knicks:
"This is something that kids relate to they understand it's a style, it's cultures it's difference as you see all of

the shoes that have been painted you can see different personalities within those shoes. You know and they're going to be built for the people who receive the shoes. For me being behind it it was always something I wanted to do, just be able to create change."

11. Med shot, Teri and Bindi signing sneakers

12. Wide shot, sneaker display

13. Wide shot, ice sculpture of polar bear melting

STORYLINE:

Bindi Irwin, daughter of famed conservationist Steve Irwin and her mother Terri Irwin, celebrated the launch of the new Discovery Kids Channel series, **BINDI: THE JUNGLE GIRL** at the United Nations Headquarters in New York on the occasion of World Environment Day.

Bindi Irwin's passion for animals and conservation are at the core of her new series.

The first episode, **NOT MANY LEFT** on Discovery Kids Channel features some of the world's most amazing creatures whose existence is threatened.

Bindi deeply believes in her father's mission to protect wildlife and began filming **BINDI: THE JUNGLE GIRL** to help get more children interested in wildlife conservation. Her goal is for all children around the world to know how all animals -- both cute and not-so-cute -- need to be respected and protected.

This is the first collaboration of Discovery Communication's PlanetGreen initiative with the United Nations Environment Programme.

PlanetGreen harnesses Discovery's powerful global brand, which spans over 170 countries and reaches 1.5 billion people, by enlisting opinion leaders worldwide to catalyze action on vital environmental issues.

New York Knicks basketball player Stephon Marbury partnered with Steve and Barry's to promote a line of shoes and clothing. Marbury is not being paid to endorse the shoes, but will be compensated based solely on how well they sell.

He has promised to give out a free pair of shoes to every high school varsity basketball player in New York city. He has donated one thousand pairs of shoes to the Art Miles Shoes of Hope. A program in which children paint shoes, put messages inside and ship them around the world.

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