



U.S. GREEN  
CHAMBER OF COMMERCE

GLOBAL CLIMATE *Pledge*

**FOR IMMEDIATE RELEASE:**

**Environmentalists Now Have the Toughest and Strongest by Their Side: Rugby Team Members Help Launch a Global Climate Movement**

**Solana Beach, CA**— While most sport teams are sitting on the sidelines waiting for the COVID-19 pandemic to be over, top rugby players from around the world are using their voices to bring awareness to the importance of climate action.

For the 50<sup>th</sup> anniversary of Earth Day, a growing cooperative of organizations worldwide began a project to have 2 Billion individuals and companies join in a Global Climate Pledge ([www.GlobalClimatePledge.com](http://www.GlobalClimatePledge.com)) by 2022.

The most notable part of this endeavor, however, is the particular group helping to spearhead the movement: international rugby teams members. These impressive athletes aided in the launch of the Pledge by creating a set of videos committing to greener habits. This includes some of the toughest and strongest athletes in the world, including Olympians and members of USA Rugby, Rugby Canada, University of Michigan Rugby, and Harvard Rugby.

"I think it's safe to say that people care about themselves a lot. But we wouldn't be here if it wasn't for our planet so we have to take care of it just as much as we take care of ourselves," says Naya Tapper, USA Women's Rugby all-time leading try scorer and Pan-American Games silver medalist. "The well being of the earth should matter to us. "

The Global Climate Pledge prides itself on being the first climate movement to take an inclusive and ambitious approach, breaking boundaries and engaging billions of people around the world in climate action.

“Sports are ubiquitous, they bring people from different backgrounds and ideologies together towards a common goal. Those are the same things we're trying to do with the global climate pledge.” noted Alena Olsen, a member of the women’s U.S. rugby team who created the first video [ <https://www.USA Rugby - In honor of #EarthDay, national team players...w.facebook.com/usarugby/videos/366464647706936/> ], “My teammates know that I care a lot about sustainability and it was inspiring seeing everyone lead the rugby community and take on the challenge in their own way,””

Despite the cancellation of many sports-related events, these international rugby teams have taken it upon themselves to use their platform to catalyze real change. Unlike many climate-related efforts, this movement shifts the focus from reiterating the problem to guiding individuals on how to act in order to be part of the solution.

“Climate change sounds overwhelming to most people and they don’t know where to begin which is why the Global Climate Pledge was created,” said Michelle Thatcher, CEO of the U.S. Green Chamber of Commerce. “It is designed to engage far beyond the environmental choir. You don’t need to be an expert to start helping the planet, as shown by the amazing dedication of these rugby teams.”

The Global Climate Pledge consists of an individual and organizational pledge, both of which can be taken online at the official [website](#). Besides pledging, it is also possible to become an ambassador partner in the NGO, community, government, organizational or another sector to help lead the charge, just like with these amazing athletes.

"My role in the movement is to do what I can to help keep the earth clean, spread the word about the movement, and get people to pledge and find ways they can help keep the earth clean too, " says Tapper.

Every signature and every small climate-sensitive action matters, so sign the Pledge today!

###

For any inquiries, please contact: Michelle Thatcher, +1 407-310-1744,  
[MichelleT@USGreenChamber.com](mailto:MichelleT@USGreenChamber.com)

The U.S. Green Chamber of Commerce represents the voice of hundreds of thousands of small, mid sized and large American businesses and global corporations who understand that:

- Business success and sustainability go hand-in-hand

- Shareholder value and social consciousness co-exist side-by-side
- Long-term business profits, global leadership and environmental stewardship are inseparable from each other.

The organization's goal is to achieve the "Triple Bottom Line": Profitable Financials, Prosperous People, and a Healthy Planet. Helping both established and emerging companies, the USGCC improves operational efficiency, implements environmentally sustainable practices, and taps into unexplored markets and opportunities.

Michelle Thatcher is the CEO and co-founder of the U.S. Green Chamber of Commerce. Under her leadership and direction, USGCC has inspired, educated, and connected thousands of sustainability leaders around the nation helping them to build a more sustainable and competitive business. With six chapters, USGCC and its members know that businesses offer the best solution to a healthier planet, more fulfilled lives, and a thriving economy.