

# BE THE ONE



restorethegulf.com

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## Women of the Storm Launch Campaign to Restore the Gulf

***Sandra Bullock, Lenny Kravitz, Dave Matthews and More  
Lend Support through Video Appeal to Americans to “Be the One”***

**NEW ORLEANS (July 20, 2010)** – In the face of the Gulf oil spill and in response to ongoing coastal restoration needs, the Women of the Storm, a non-partisan, grassroots organization formed in New Orleans and South Louisiana in the wake of Hurricane Katrina, announce today the launch of a campaign to Restore the Gulf.

A grassroots initiative to secure long-term funding to restore and protect the Gulf Coast and area wetlands, Restore the Gulf features the viral distribution of a celebrity-studded video, "Be the One," designed to capture signatures to an online petition in support of this cause.

“The Gulf Coast is an American treasure and its deterioration affects us all,” said Sandra Bullock. “The solution begins with each American demanding the restoration of the Gulf of Mexico, its coastlines and its wetlands for ourselves and for future generations.”

The Restore the Gulf effort is designed to communicate the importance of the region to the entire country, giving Americans in every state a concrete way to show their support for the Gulf Coast.

“The impact of a healthy Gulf of Mexico is critical to American domestic energy, shipping, seafood, ecology, recreation and culture,” said Women of the Storm founder Anne Milling. “This campaign harnesses the latest in innovative social media techniques to galvanize the nation for coastal restoration and wetlands protection.”

The creative initiative seeks to gather hundreds of thousands of signatures on the electronic petition that Women of the Storm will deliver to Congress and the Administration to show broad and deep national support for funding and implementation of Gulf Coast restoration.

Celebrities and influencers who appear in the “Be The One” video in support of this cause include: Sandra Bullock, Drew Brees, Blake Lively, Lenny Kravitz, John Goodman, Dave Matthews, Wendell Pierce, James Carville, Mary Matalin, Emeril Lagasse, Peyton and Eli Manning, Alfre Woodard, Bryan Batt, Harry Shearer, Eric Harvey (of Spoon), Dr. John, Leah Chase, Jack del Rio, Clay Hensley and many more.

The “Be the One” video and its accompanying petition can be accessed through various social media platforms including [Facebook](#), [Twitter](#) and [YouTube](#). A 2-D barcode has been created in partnership with Scanbuy, Inc., the global leader in mobile barcode solutions, and is being printed on t-shirts and on pocket cards to broaden the reach of the movement. A mobile version of [RestoreTheGulf.com](#) allows for viewing of the video and signing of the petition from smartphones.

The non-profit group [Women of the Storm](#) does not advocate particular legislation. “We simply seek to demonstrate to national leaders the strong support in every corner of America for the essential funding of Gulf Coast restoration,” said Milling.

She encourages everyone to add a signature, distribute the video to friends and groups, and follow the movement: [RestoreTheGulf.com](#), [Facebook](#), [Twitter](#), [YouTube](#).

Sign it. Share it. Restore it.

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