

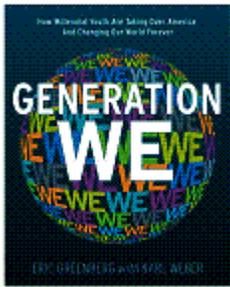
“Generation We” Movement Launches TV Ad, Website

*Author Eric Greenberg, Award Winning Producers Launch New Video to Inspire
Millennial Generation to Organize, Vote and Advocate for New Energy Policy*

Video Hits 1 Million Views Online

New York, New York [October 27, 2008] - The Millennial Generation, those 95 million Americans born between 1978 and 2000, will follow the baby boomers as the next Greatest Generation. As part of a broad-ranging effort to organize and mobilize this influential group, entrepreneur and author Eric Greenberg has created an important website, www.Gen-We.org, and released a new video by award-winning producers.

“For this generation to be a truly effective voice to positively change the downward spiral America has taken in the past decade, they must be organized and in sync with a concise message,” said Greenberg.



The website and the video accompany the book, “Generation We: How Millennial Youth Are Taking Over America and Changing Our World Forever,” that Greenberg created for the Millennial Generation to begin to stake out their change agenda and be heard. The book can be found both on Amazon.com and at Barnes and Noble stores.

Gen-We.org is a non-partisan, one-stop-shop for information, motivation and activism for the Millennial Generation. And now, with the help of Josh Shore, the founder of Guerrilla News Network, and executives at revolutiontheory, a new media production company formed by producer Lisa Hsu and Sundance-award winning writer/director Stephen Marshall, a new video epitomizes the challenges the Millennial Generation faces and the actions they must take. It also expresses the hope for the future that many of these young Americans possess.

“As this video shows, those of the Millennial Generation are optimists. They see beyond party lines and partisan politics and much more concerned with ideas that help the greater good,” Greenberg said. “They want to protect the environment, lower the federal deficit, create affordable health care and reduce our dependence on foreign oil, all issues that already affect Democrats and Republicans alike.”

The video has over 1 million views, utilizing 15 social networks. On YouTube alone, the video has generated over 500,000 views: <http://www.youtube.com/watch?v=vknHKTy1MLY>.

Greenberg hopes that young people will use their newfound political power by working to end America's dependence on centralized energy in favor of power sources generated at the point of consumption—the car, home, business, or factory—thereby liberating us from the limiting factors introduced by long-distance transmission and its regulatory roadblocks.

“Just like President Kennedy had a vision to put a man on the moon through the Apollo Project, our next President must create – and implement – a vision that will carry through into the next generation,” Greenberg said. “The next administration should implement Project FREE, a massive national program, like the Apollo Space Program or Manhattan Project, to innovate the next generation of carbon-emission-free energy based on hydrogen, fusion, or other technologies.”

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