

# FOR IMMEDIATE RELEASE

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## **Paradigm Nouveau Enterprises Launches YouTube Channel, ParadigmNouveau1**

Boulder, CO, December 8, 2008—Paradigm Nouveau Enterprises is pleased to announce the launching of its YouTube channel, with a variety of content including performances, interviews and expert panels regarding climate change.

The first set of video content is a series of professionally produced short segments of the Global Warming Expo, produced April 3, 2008 at the Boulder Theater. These clips include a presentation by Ted Scambos, Lead Scientist for the National Snow and Ice Data Center, discussing the latest findings of polar ice cap melt and the effects of climate change in those regions and around the globe. In addition, there are behind-the-scenes interviews with performers and creators, candidly discussing the work of the Global Warming Expo and its impact on individual lives.

The Global Warming Expo was created to inspire and empower individuals to make a difference in meeting climate change through action. For more information about the Global Warming Expo, visit: <http://paradignnouveau.com/community/expo/>

Additional content will include an inside look at events surrounding the Presidential Inauguration in Washington, DC in January, 2009, as well as work being created for Paradigm Nouveau's commitment for a Sustainable Boulder by 2020.

Audrey James, Paradigm Nouveau CEO, sees the YouTube channel as a powerful new expression of her company's work and plans to expand the offerings.

*Paradigm Nouveau Enterprises is a transformational organization meeting the challenges of climate change. We use grassroots, community-based approaches to develop models that can be replicated in the rest of the country and around the world.*

For more information visit: [www.paradignnouveau.com/](http://www.paradignnouveau.com/)