

**PRESS RELEASE**



FOR IMMEDIATE RELEASE

## **Uniting the World to Save the Planet**

### **The man behind the biggest mass-participation protest in history, Sport Aid and Run the World, is back with a new mission.**

From 1986 – 1988, Chris worked with Bob Geldof and Unicef and created [Sport Aid](#) and [Run the World](#). Involving almost 20 million people in 89 countries, running simultaneously to fight the famines in Ethiopia and Sudan, this historic global event raised US\$35m and succeeded in pressurising governments into cancelling US\$150m of African debt.

Now he's back to raise awareness on climate change and demand action on the environment.

The idea? Run, walk or even hop to Egypt – the place where [COP27](#) is being held next month – and arrive there virtually to raise your voice!

Download the [free Get2COP app](#) on the [Apple App Store](#) or [Google Play Store](#), form a group and let the app count your collective steps to Egypt. Pick up sponsorship along the way to raise money for charities fighting climate change.

Participants choose a [digital avatar](#) to represent their group and to show the climate action which they're most passionate about — from halting deforestation to reducing plastic use.

These avatars will all be shown at COP27 – making a virtual protest without the emissions of travelling there in person! It's time to download the app, head virtually to the venue, raise some money and let the world's voice be heard!

Notes to editors:

To coincide with the 2022 United Nations Climate Change Conference (COP27) taking place 16 -18 November in Egypt, Chris Long is launching Get2COP.

Get2COP is a free app available from the Apple App store or Google Play Store which allows the world to virtually unite at COP27 to send world leaders a climate call to action.

Get2COP is a not-for-profit CIC, registered no 14322490.

Donations made on the Get2COP app will be allocated to organisations and initiatives taking climate action through our charity partner, The Talent Fund, registered charity no. 1185346. The choice of avatar will tell us what supporters are most passionate about and charity partners will reflect these interests and commitments.

**Ends**

For further information, or an interview with Chris Long, contact: +44 (0)7949 483420 or [chris@get2cop.com](mailto:chris@get2cop.com)



*"I believe that climate change is caused by all of us and that we can reverse it with united action. If we all step up and play our part we can demand the same from COP27."*

## **Background**

Chris Long is best known as the founder and organiser of Sport Aid and Run the World. Over a period of 3 years from 1986 to 1988 he raised over US\$50m and caused governments to cancel US\$150m of debt to poor African countries. He organised two global events – the first for the African famine victims of Ethiopia and Sudan and the second for UNICEF’s silent emergency. In total mobilising more than 50 million people in 110 countries and proving that both individually and collectively, ordinary people can affect the world in which we live.

The idea behind Get2Cop was the subject of Chris Long’s book “I RAN THE WORLD” published in May 2020. The penultimate chapter threw out a challenge to the young people of today - to pick up his Sport Aid torch and run with it again – for Climate Change.

Following the disappointment of COP26 in 2021 and subsequent world events, Chris Long and close friend Andrew Asbury decided Climate Change waits for no one.

They set up Get2COP CIC as a Community Interest Company to undertake the project. The App development started in February and since it has been a race against time to get ready for COP27.

\*The Talent Fund is UK registered charity (CN: 1185346) and is a network of professional grantmaking, monitoring, evaluation and technical specialists supporting organisations including Walking With The Wounded, The Trussell Trust and Prostate Cancer UK.

Images for use:

<https://get2cop.com/media-packs/>



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