

“Climates Change. Can You?” Launch Global Earth Day Awareness Video Campaign

WeVideo and Qatar Foundation International Team Up to Encourage People to Create and Share Stories about the Impact of Climate Change

PALO ALTO, CALIF. (April 22, 2013) – This Earth Day, WeVideo, Inc., the leading cloud-based video creation platform, and Qatar Foundation International (QFI) have partnered to launch “*Climates Change. Can You?*,” a collaborative video project aimed at raising awareness of the challenges and solutions associated with climate change. “*Climates Change. Can you?*” is a call-to-action for people around the world to give voice to the importance of reducing our impact on the planet through the power of video storytelling.

“Education around the issues of climate change is greatly enhanced through video,” said Maggie Mitchell Salem, Executive Director of QFI. “Everyone has a story to tell about how the environment impacts their lives. WeVideo has made it possible for us to help ordinary people tell their stories online. Our goal is to gather thousands of first-person accounts of climate change. In doing so we're helping connect people with shared experiences so they can together find solutions.”

The campaign and associated website (www.wevideo.com/qfi) include an embedded WeVideo video editor that allows users to upload, edit, and publish their video submissions. It also gives them access to previous interviews and video material from the COP18/CMP8 Climate Change Conference as well as a library of stock multimedia content, which can be integrated into creators' existing footage. Videos created on the site will be publicly available at <http://www.youtube.com/CLIMATESCHANGECANYOU>. Selected outstanding video submissions will then be entered into film festivals across the globe.

“We believe that video is a powerful storytelling vehicle that can move people to engage and act around the issue of climate change,” said Jostein Svendsen, CEO of WeVideo. “Through creation, collaboration, and publication of videos from around the world, that express how climate change is impacting us and what we can do about it, “*Climates Change. Can You?*” has an opportunity to make a real difference.”

All videos will be featured at (<http://www.youtube.com/CLIMATESCHANGECANYOU>), tweeted out using the hashtag #VoicesofChange and posted on a dedicated Facebook page (<https://www.facebook.com/climateschangecanyou>)

Log on and share how we can change, at www.wevideo.com/qfi

About WeVideo

WeVideo (<http://www.wevideo.com>) is a unique cloud-based collaborative video editing service that helps people all over the world simply create and share great looking videos. The WeVideo editor is easy enough for first-time editors, and sophisticated enough to help anyone create a professional-looking video. WeVideo works through any browser and as an integrated video editor on Google Drive. The company's headquarters are in Palo Alto, California and its services are based on technologies that originated in Scandinavia.

Get the WeVideo Android App Today!

<https://play.google.com/store/apps/details?id=com.wevideo.mobile.android>

About Qatar Foundation International

Qatar Foundation International (QFI), LLC, is a U.S.-based member of Qatar Foundation (QF). Its mission is dedicated to connecting cultures and advancing global citizenship through education. QFI is a not-for-profit organization in Washington, D.C., focused on grant-giving and programmatic activities that promote education as a force that facilitates collaboration across geographical, social and cultural boundaries.

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