



BSL Helps One Change Seal the Deal

After the successful launch of their Fuel campaign this past August, our clients at [One Change](#) have been kept busy with another exciting and important initiative. As the featured Canadian partner for the United Nations Environment Program (UNEP), One Change is helping execute a global campaign to encourage the governments of the world to negotiate a new climate change agreement this December at a conference in Copenhagen.



The powerful 'Seal the Deal' campaign is making its way across the world to emblazon as many signatures as possible on their larger-than-life UNEP 'Seal the Deal' banners. The goal is also to promote awareness of the issue in general, and its looming impact on our planet. The first Canadian city on the tour was our Capital.

In the days leading up to the event, One Change asked BSL to join the cause. Always up for a challenge, we devised a strategy with a [heavy media relations component](#) to generate as much attention to the event as possible. We also spread the word through major social media channels like Twitter and Facebook, to encourage significant attendance and awareness.

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