

Second LionHeart goes to former VP, Al Gore

CANNES, FRANCE: The Cannes LionHeart Award, introduced in 2014, will be awarded to former Vice President Al Gore at the Cannes Lions Awards Ceremony on Saturday, 27 June 2015. This is an honorary award, presented to an individual, who through innovative use of commercial brand power, has made a significant and positive difference to people or the planet.



During Cannes Lions, Gore will also participate in the Cannes Debate with Sir Martin Sorrell on Friday, 26 June in the Grand Audi. Their wide-ranging discussion will cover 'Live Earth: Road to Paris', 'The Climate Reality Project' and the role of communications in political and environmental campaigning.

Gore is co-founder and chairman of Generation Investment Management. He is a senior partner at Kleiner Perkins Caufield & Byers and a member of Apple, Inc's board of directors. Gore spends the majority of his time as chairman of The Climate Reality Project, a non-profit devoted to solving the climate crisis. He was inaugurated as the 45th Vice President of the US on 20 January 1993, where he served eight years. He is the author of a series of bestsellers, the subject of an Oscar-winning documentary, as well as the co-recipient of the 2007 Nobel Peace Prize.

Terry Savage, Chairman of Lions Festivals, said, "It is incredibly humbling to be able to give the Cannes LionHeart to a man that had achieved so much, particularly in his devotion to solving the global climate crisis." For more information, go to www.canneslions.com.

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