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Headline: Al Gore's Internet campaign on climate change kicks off

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Former US Vice-President and environmental activist Al Gore AFP FILE PHOTO

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WASHINGTON—An Internet campaign spearheaded by former US vice president Al Gore to raise awareness about climate change began airing its day-long broadcast around the world on Thursday.

The project, called "24 Hours of Reality," features a multimedia presentation viewable online that showcases how extreme weather events like floods, fires and storms are linked to climate change.

Hourly broadcasts are scheduled in various locations around the world, including Beijing, New Delhi, Jakarta, London, Dubai, Istanbul, Seoul and Rio de Janeiro.

The broadcasts, viewable at climaterealityproject.org, also aim to reveal how money motivates those who deny that human-driven pollution is contributing to climate change.

"Around the world, we are still subjected to polluter-financed misinformation and propaganda designed to mislead people about the dangers we face from the unfolding climate crisis," Gore said in a statement.

The campaign ends with the final presentation by Gore starting at 7:00 pm (2300 GMT) in New York.

Gore won the 2007 Nobel Peace Prize for his efforts on climate change.

A slideshow presented by Gore about the dangers of climate change was the basis of the popular 2006 documentary "An Inconvenient Truth," which grossed \$49 million worldwide.

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