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Good Relations partners with United Nation Foundation for Clima Film Fest '14

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Good Relations India has announced its partnership with the United Nations Foundation, alongsideEnnovate Global, a specialist in climate change research and communications, for the upcomingClima Film Fest 2014.

The festival, which will take place at M.O.P Vaishnav College for Women on September 12-13, aims to broaden awareness on climate change issues across India.

The event has over 3000 participants registered and will feature a grand inauguration by His Excellency Dr. K. Rosaiah, the Governor of Tamil Nadu at Raj Bhavan on September 11.

With a huge variety of professionals involved, the Clima Film Fest plans to highlight evidence of actual impacts of climate change throughout India as well as film adaptions directed by some of India's most distinguished film makers.

Deepak Kanulkar, Chief Executive Officer, Good Relations India said, "Climate change is turning out to be one of the toughest global challenges of our age. While there is physical evidence of climate change, it is necessary that the implications be communicated to a larger audience. It is also important to understand that society, business and environmentalists have a key role to play as well. This campaign aims to reach out to different target groups and help them understand the seriousness of the issue through a more user-friendly medium".

Dr. Iris Good, Deputy Chairman, Good Relations India said, "It is an absolute honor for us to organize and host an event of global significance with distinguished partnership of organizations representing the cause of Climate change in India. An opportunity that I feel will demonstrate GRI's expertise in Strategic communications and CSR management".