

It's Time to Have "The Talk"

By Nick Sheckells and Robin Garthwait
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Menlo Park, CA - Climate change is real, and alcohol seems to be the answer.

Think about the topics discussed at the bar last weekend – relationship advice, work, school, or the person passing out because it's their 21st birthday. Now, think about what you're drinking – instead of your typical beverage – maybe you ordered a Climate Cocktail, like a Carbon Drop or Thirsty Rancher? And presto! Who would've thought bars would be the perfect place to discuss climate change?

Global warming is happening. We see it manifest in a variety of ways, according to Climate Change Central — from burning grasslands and warming river temperatures, to prolonged allergy seasons that never seem to end. Changes are coming and that makes climate change everyone's fight.

Drink the Change brings a purpose to enjoying your favorite liquor. With the help of Climate Cocktails, polarized conversations about climate change are in the past. Through an engaging storytelling platform, discussions concerning climate are linked with Climate Cocktails and the stories behind them. The Thirsty Rancher is paired with Montana's flash droughts, while Arctic Peat takes a dive into the warming arctic and methane release. The Carbon Drop explores just how many cocktails we need to imbibe to offset the yearly CO2 emissions into the atmosphere!

From October 21 – 27, *Drink the Change* will partner with spirit companies (Beam Suntory and Rémy Cointreau) in the six western states to promote Climate Cocktails, with the opportunity to donate to our Conservation Partners (Ocean Conservancy, 350.org, League of Conservation Voters, Conservation International). Climate Cocktail Week hopes to spark real climate awareness and conversation. Our goal is to make a positive impression on the world, with plans to expand nationally and internationally.

Jon Christiansen, Robin Garthwait, and Dan Griffin are the founders and creators of Drink the Change.

FAQ

- **What are the dates?**

October 21 – 27, 2019

- **How do I as a bar or restaurant participate in *Drink the Change*?**

Please [sign up here](#)

- **Is there a deadline to signup?**
There is no deadline to signup.
- **What kinds of payments are accepted?**
Mastercard / Visa
- **How much of my donation goes to the charity?**
With the exception of credit card transaction fees, all of it.
- **How can I get involved?**
If you own a bar, [sign up here](#)
If you are a Guest, find a participating bar [here](#)
- **Where can I find Climate Cocktail recipes?**
[For Bartenders](#)
[For Bar Guests](#)
- **Why Was *Drink the Change* started?**
We are dedicated to sparking climate awareness and conversation.
Our idea is to take the knowledge from over 100 projects about sustainability and the oceans and put it into a broad appeal package.
Obviously that means cocktails!
- **Where can I learn more?**
<http://www.drinkthechange.com>

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