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“IN CASE OF EMERGENCY....”

NEW RAFFI CLIMATE EMERGENCY VIDEO

YOUNG PEOPLE MARCHING

Beloved children's entertainer Raffi has released a video version of his bold new song in support of millions of young climate strikers.

“Young People Marching” is a tribute to Greta Thunberg, the 16-year-old Swedish climate activist who inspired climate marches by young people around the world. The song begins with her trademark clarity: “There is no middle ground when it comes to the climate and ecological emergency!”

This powerful song and video marks an evolution in Raffi’s decades-long advocacy for children and the Earth, and in the call for climate action heard in his 2007 song “Cool It.”

In a 2017 essay for [NBC news](#), Raffi wrote, “Kids born today will face unprecedented global crises within their lifetimes, including the possible collapse of fisheries, accelerated mass extinctions, decimation of coral reefs and rising sea levels... Finding a remedy for our species is a matter of survival.”

Once called “the most popular children’s singer in the English-speaking world” (*Washington Post*) and “Canada’s all-time children’s champion” (*Toronto Star*), pioneering troubadour Raffi has spent more than four decades delighting successive generations of kids—and their parents—

with his playful personality and timeless songs. In that time, he has recorded numerous gold and platinum albums and performed countless sold-out concerts.

Raffi has refused all commercial endorsement offers and has never advertised to children, a distinction for which he received the Fred Rogers Integrity Award. His non-profit Raffi Foundation advances Child Honouring as a universal ethic. An online course in Child Honouring is now offered for parents, educators and policy makers.

“Young Greta is the moral voice of our times,” says Raffi, “urging the world to action on the global climate emergency, the greatest threat to all our lives—a matter of survival.”

View “Young People Marching” [HERE](#)

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