



## CHILDREN'S CLIMATE PRIZE

 Blueair

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## Blueair and Children's Climate Prize team up to fight air pollution

The Children's Climate Prize, which is awarded annually to young visionaries for innovative environmental and climate solutions, will with the support of Blueair add a new category "Clean Air". The new Clean Air prize comes in recognition of air pollution being the number one environmental risk to human health.

The Children's Climate Prize was founded in 2016 to support action and innovation among children and youth aged 12-17. Every year an independent panel of jury members including academics and climate activists such as WWF, select one winner among the thousands of nominations that come in from around the world.

The winner, an individual, group or organization, is invited to Stockholm to present their innovation at an annual awards ceremony held at the Stockholm City Hall. The winner also receives 100.000 SEK to further their project.

“Children are those most vulnerable to air pollution as their bodies are still growing” says Sara Alsen, Chief Purpose Officer at Blueair. “We are therefore proud to team up with the Children’s Climate Prize to support innovation and action to help solve one of the most pressing issues of our time. We are confident that we will see many exciting projects from young, smart brains”.

The Blueair Clean Air prize will be handed out at the Children’s Climate Prize awards ceremony on 13 November 2019. The winner will be offered an internship at the Blueair Innovation Hub in Stockholm, in addition to the prize sum of 100.000 SEK.

Read more about the Children's Climate Prize: [www.ccprize.org](http://www.ccprize.org)

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Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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