

### 3 EARTH HOUR

In 2007, Sydney, Australia saw the launch of **this** campaign to raise awareness of climate change. 2.2 million homes and businesses turned off their non-essential lights for one hour. Since **then**, this event has captured the public's imagination with up to 50 million people across the world taking part. Global landmarks like the Golden Gate Bridge in San Francisco, Rome's Colosseum and the Coca-Cola billboard in Time's Square have all stood in darkness.

### 4 MICHAEL JACKSON ON THE THAMES

The release of Michael Jackson's CD *HIStory* was marked by his record company, Sony, by floating a huge statue of **the artist** down the River Thames in June 1995. This was part of a massive promotional campaign costing \$30 million. There were a total of nine statues used in countries throughout Europe as part of the campaign. Each **one** was 10 metres tall, 2 100 kilos in weight and was made from steel and fibreglass.



### 5 THE COLOUR OF PEPSI

To promote the change of packaging colour from red and white to blue, the soft drink company, Pepsi, launched a series of ambitious publicity stunts. In April 2006 **it** paid the British newspaper, *The Mirror*, to print on blue paper. **It** also arranged for Concorde to be sprayed blue and got the cosmonauts on the Mir space station to be filmed with a giant Pepsi can. In total the campaign cost the company £300 million.

#### Glossary

**student debt:** the amount a student has to pay back after receiving loans to fund his / her studies

**chartered:** hired for private use

**fibreglass:** a light, hard substance used for making boats, containers, etc.

**Concorde:** the first supersonic passenger jet

**Mir space station:** the world's first research station in space

### Vocabulary Builder Quiz 16

Download the Vocabulary Builder for Unit 16 and try the quiz below. Write your answers in your notebook. Then check them and record your score.

#### 1 Match 1–5 and a–e to form compound nouns.

- |           |            |
|-----------|------------|
| 1 law     | a page     |
| 2 front   | b premiere |
| 3 film    | c firm     |
| 4 share   | d price    |
| 5 foreign | e affairs  |

#### 2 Complete the words with the correct ending.

- The police officer won an award for brave..... after he rescued a child.
- Elder..... people have a huge contribution to make to society.
- Their donation to charity was a great act of generos.....
- His grandfather fought for the libera..... of his country from occupation.
- Who is the most influen..... politician in your country at the moment?
- The death of the leader was an emotion..... time for the nation.
- It took years for the two sides to reach a peace agree.....
- Getting everyone to agree to the suggestion might be problem.....

#### 3 Match the categories (1–4) with the sets of words (a–d).

- |          |               |          |             |
|----------|---------------|----------|-------------|
| 1 health | a bomb        | military | ceasefire   |
| 2 war    | b share price | bankrupt | grant       |
| 3 money  | c contestant  | clip     | celebrities |
| 4 TV     | d vaccine     | needle   | cells       |

#### 4 Choose the correct words.

- Who had a *hit / tune* with the CD *Back to Black*?
- They named the airport *from / after* John Lennon.
- Our business was *found / founded* over 100 years ago.
- Elvis *considers / is considered* to be the king of rock and roll.
- What do the *reviews / records* say about the new James Bond film?
- What is the biggest *attacker / barrier* to success at school?
- My sister was a *contestant / competition* on a talent show.
- It was a shame to see the oldest shop in town had closed *off / down*.

Score \_\_\_\_/25

Wait a couple of weeks and try the quiz again.  
Compare your scores.