



the
MOOGH
A new novel by Guy Lane

Media Release | Brisbane, Australia | 19 November 2015

Queensland author entices environmental revolution via Supanova

WHAT do an 11-foot primate, a sustainability whiz and the upcoming pop-culture Supanova expo have in common?

The answer is a pop-culture icon for sustainability named 'the Moogh.'

The 11-foot primate was the brainchild of sustainability entrepreneur Guy Lane who has written his fifth novel - The Moogh - that he will launch in front of 38,000 people at Brisbane's Supanova.

Supanova Pop Culture Expo will be held at Brisbane Convention Centre 27-29 November from 10am and there fiction author Guy Lane will spread the message of sustainability to attendees through his novel available for sale onsite.

"The Moogh is a fictional 11-foot high primate who wandered out of a forest one day and quickly gained a huge cult-like following as a messenger of world peace and sustainability," he said.

"Sustainability refers to helping human civilization prosper and survive beyond the 21st century."

The trained environmental scientist Guy Lane said a pop icon for sustainability was desperately needed because climate change and global ecological collapse is advancing much more quickly than had been previously expected.

"We have already blown through four of the nine planetary boundaries and the other five are at risk," he said.

"The Moogh is a character that the public can look up to as an ambassador of peace and the planet."

Professor David A Hood AM is one of the world's leading sustainability experts.

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The Moogh will be officially launched at Supanova Pop Culture Festival, Brisbane Convention Centre between 27 - 29 November 2015. Media interviews with Guy Lane and book reviews are available on request.

David said social and environmental wellness across the planet is rapidly decaying and communicating sustainability to the public is now critically important.

“Fiction writing can play a major role in that process making it accessible in language people can understand and empathize with,” he said.

“It is important to find ways to popularize sustainability, and the ‘Moogh’ phenomena is a welcome addition to this task.

“Innovative communication projects such as the ‘Moogh’ ought to be applauded as they demonstrate new ways of talking about our sustainability problem.”

He said while sustainability can appear complex, it can be simply understood with the right communication devices.

“The ‘Moogh’ phenomena is a very clever and simple way of helping the public understand core parts of the sustainability dynamic,” David said.

Guy Lane has foreseen the ‘Moogh’ will become a household name as a call to action to fix the planet.

“The expression ‘get a Moogh on’ means learn about sustainability and act accordingly,” said Lane.

The Moogh book is available in paperback and ebook format at www.moogh.org

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Photographs and interviews are available on request.

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