“Do It While You Can” (DIWYC) Song on Global Warming and Climate Change an Anthem in 25 Languages for London Climate Action Week

Thursday 1 July, 2021

LONDON, UK, JULY 01 2021 -- An international group of artists have released a song that is perfectly placed to become an unofficial anthem of London Climate Action Week (26th June - 4th July 2021). ‘Do it while you can’ (DIWYC) is available on streaming platforms now.

The song is a catchy and emotive call to action that seeks to raise awareness of the very real threat posed by climate change and global warming to our natural environment. DIWYC has been produced by US-based artist Brinds Will, in collaboration with a worldwide cohort of environmentally conscious singers and musicians.

‘Do it while you can’ is currently available in over 30 languages, including English, Arabic, Hindi, Urdu, Swahili, Vietnamese, and Russian. Its production remains an ongoing project: the ultimate goal of its creators is to make DIWYC available in the languages of as many attendees to the upcoming *COP26* UN climate change conference set to take place in *Glasgow* in November 2021

The English version of DIWYC features a London-based British singer. Lyrics such as “Do it while you can, ‘cause climate change is real. Do it while you can, we got a world to heal,” allude to the immediacy of the threat posed by climate change and global warming, and are underpinned by a melodious catchy tune and some genius guitar play.

London Climate Action Week (LCAW) brings together the city’s world-leading array of climate professionals and communities, creating space for participants to come together and find global solutions to climate change. DIWYC represents an opportunity for these sentiments to be expressed succinctly and enjoyably to those of a sympathetic mindset.

“The borderless creation of DIWYC mirrors the global cooperation that will be required to address the grave existential threat posed by climate change,” said **Writer-Producer Brinds Will**.

“Although the message behind our song is serious, it was great fun to make and we really hope that people will find inspiration and motivation when listening to it. I am extremely grateful to all the artists who have dedicated

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their time and energy to be a part of the DIWYC project – it has been an absolute pleasure working with them," he added.

--Ends--

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Related Links

DIWYC

YouTube channel:
https://www.youtube.com/channel/UCMApv_KRTy6PiF3_InybOKw/featured

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