

*****EMBARGOED UNTIL THURSDAY, MAY 22 AT 12:01 AM EDT*****



NEXTGEN CLIMATE

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NEXTGEN CLIMATE ANNOUNCES 2014 PLANS
Will Take on Races in CO, FL, IA, MI, ME, NH and PA

SAN FRANCISCO—NextGen Climate today announced its 2014 strategy to bring climate change to the forefront of American politics—playing in races across the country where climate is on the ballot this November, and supporting candidates who have the courage to tackle this issue head-on.

“The debate on climate change is settled: It is here, it is human-caused, and it is already having a devastating impact on our communities, but we need to accelerate the level of political support to address this critical issue before it’s too late,” said NextGen Climate Founder and President Tom Steyer. “This means making politicians feel the heat—in their campaign coffers and at the polls.”

NextGen Climate will use climate as a wedge issue, both to motivate voter turnout with the rising electorate and to demonstrate that being anti-science will hurt our opponents among persuadable voters. Taking on races in Colorado, Florida, Iowa, Michigan, Maine, New Hampshire, and Pennsylvania, NextGen Climate will support candidates with strong stances on climate policy, while also demonstrating that connections between policy positions benefiting fossil fuels and donations from that same industry undermine the credibility of candidates.

The fight to take on climate change is a fight to safeguard our health, preserve America’s prosperity and protect the future of our children. Accordingly, NextGen Climate invests in races where climate is on the ballot, prioritizing those contests with significant daylight between a pro-climate candidate and an anti-science candidate. Candidates who have demonstrated a serious commitment to taking immediate policy action to address climate will also receive support. Finally, as part of its forward-looking approach, NextGen Climate will invest in states with potential for a longer-term impact in politics and policy.

NextGen Climate will be active in the following [races](#):

- **Colorado U.S. Senate Race:** Fossil fuel development and its adverse health impacts on Colorado’s most vulnerable communities, yet **Senate candidate Cory**

Gardner—a science denier—has taken hundreds of thousands in donations from fossil fuel companies while voting for their interests.

- **Florida Gubernatorial Race:** While communities across Florida are threatened by sea-level rise, saltwater intrusion and rising flood insurance costs, **Governor Rick Scott is a climate denier** and has decimated efforts to “preserve environmentally sensitive land.”
- **Iowa Senate Race:** Iowa’s farms and rural communities are feeling the pain in their wallets and on their land due to record floods coming on the heels of a record drought, while **State Senator Joni Ernst has “not seen proven proof” that climate change “is entirely man-made” and former energy CEO Mark Jacobs is “not convinced that man-made causes are causing” climate change.**
- **Maine Gubernatorial Race:** The forestry industry in Maine is at risk and fishermen are already experiencing the negative affects of higher ocean temperatures, yet **Governor LePage denies that climate change is a threat, rather saying it offers Maine “a lot of opportunities.”**
- **Michigan Senate Race:** Air pollution is affecting kids’ education across Michigan, with over half of Hispanic and African American children attending school in the most polluted areas, yet Senate candidate **Terry Lynn Land has the support of the Koch Brothers who are spending millions on her race and have threatened the state’s water and air quality with their dirty energy stockpiles.**
- **New Hampshire Senate Race:** New Hampshire’s tourism industry – which supports more than 60,000 jobs – stands to be devastated by the effects of climate change, meanwhile Senate candidate **Scott Brown looks out for the Koch Brothers and his Big Oil buddies, taking their campaign dollars and voting to protect \$24 billion in oil subsidies.**
- **Pennsylvania Gubernatorial Race:** Low-income communities in Pennsylvania are disproportionately affected by asthma and often live in the shadow of the state’s biggest polluters; meanwhile **Gov. Corbett favors powerful corporate energy executives over Pennsylvania families.**

“Climate change will not be solved by easy answers or quick fixes, but the path forward is simple,” said Steyer. “Our country must have the courage to solve our climate crisis for the sake of the next generation.”

As part of its offensive approach, NextGen Climate’s all-star political team will utilize its proven comprehensive and data-driven strategy, while working hand-in-hand with local allies across issue areas to elect climate champions.

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NextGen Climate

NextGen Climate is focused on bringing climate change to the forefront of American politics. Founded by investor and philanthropist Tom Steyer in 2013, NextGen Climate acts politically to avert climate disaster and preserve American prosperity.

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PLAYING TO WIN ON CLIMATE: 2014

The debate on climate change is settled: It is here, it is human-caused, and it is already having a devastating impact on our communities. But some of our political leaders deny scientific facts and evidence. Our opponents will do anything to succeed. And when faced with irrefutable evidence, too many politicians choose to bury their heads in the sand.

Climate change is the challenge of our generation, and America can no longer afford to wait for “flat-earth” politicians to catch up with reality. In 2014, NextGen Climate will act politically to elect candidates who will take bold action on climate—and expose those who deny reality and cater to special interests.

We must accelerate the natural progression of America’s politics on climate, and NextGen Climate will deploy an all-star team of political professionals to make climate change a priority for our leaders. Our children’s future depends on it.

WHERE WE’LL PLAY

Good policy starts with good politics. To truly accelerate America’s politics on climate, voters must hold politicians accountable where it matters most: at polls. In 2014, NextGen Climate will invest in elections based on the following criteria:

- Climate is on the ballot.
 - *NextGen Climate prioritizes races where there is a significant difference between a pro-climate action candidate and an anti-science candidate.*
- There is an opportunity for significant policy progress.
 - *NextGen Climate supports candidates have shown that they are serious about taking immediate policy action to address climate.*
- Election takes place in a “multiplier state.”
 - *NextGen Climate will invest in states where there is the potential for a longer term impact in politics and policy.*

HOW WE’LL WIN

To put the right policies in place, we need leaders at every level of government who are willing to act now to address climate change and build the clean energy future our kids deserve.

In 2014, NextGen Climate will play in races across the country to win on climate by:

- Deploying climate as a wedge issue to turn out key voters—particularly persuadable voters and drop-off voters who are traditionally absent in mid-term elections.
- Targeting extreme Republican candidates who deny basic science and are beholden to the special interests of the fossil fuel industry.
- Providing significant resources to support candidates who are on the right side of climate policy.

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HOW WE'RE WINNING ON CLIMATE

VIRGINIA 2013

Virginia gubernatorial candidate Ken Cuccinelli had a nasty history of denying the basic science behind climate change — even going so far as to use his authority as Attorney General to persecute a leading climate scientist. We were committed to holding him accountable.

The advertisement features a dark blue background. On the left is a circular logo with a yellow center containing the letters 'VA' and the text 'BECOME A CLIMATE VOTER' around the perimeter. To the right, the text 'DON'T FORGET TO VOTE TODAY' is displayed in large, bold, white and yellow letters. Below this is a black button with white text that reads 'CONFIRM WHERE TO VOTE' followed by a right-pointing arrow. At the bottom right, in small white text, it says 'PAID AND AUTHORIZED BY NEXTGEN CLIMATE ACTION COMMITTEE'.

Using targeted campaign strategies, NextGen Climate executed a massive integrated effort. We engaged over 170,000 voters – Virginians who were concerned about climate change, but unlikely to turn out in a non-presidential election.

The advertisement features a dark blue background with a red horizontal band at the bottom. On the left is a portrait of Ken Cuccinelli. To the right, the text 'KEN CUCCINELLI THINKS CLIMATE CHANGE DOESN'T EXIST AND HE THINKS YOU'RE WRONG IF YOU DO' is written in bold, white and red letters. Below this, in smaller white text, it says 'Tell him that denying basic science is bad for Virginia's economy'. The red band at the bottom contains the text 'Text CLIMATE to 90975' and 'VISIT VACLIMATEVOTERS.ORG' in white. At the bottom right, in small white text, it says 'Paid for by NextGen Climate Action Committee. Contact us at 540-491-4629.'

Together, we sent a clear message: when climate change is on the ballot, those standing in the way of progress by denying basic science will answer to the voters.

2014

THE DEBATE ON CLIMATE CHANGE IS OVER!

PEOPLE OF MICHIGAN!

TERRI LYNN LAND

has said she welcomes a *healthy and educated debate on the impact of human activity on our environment.*

**👉 THE PROBLEM IS THAT WHEN 👈
97% OF SCIENTISTS**
say that climate change is real and worsened by human activity, then we're no longer talking about a debate.

THAT, FRIENDS, IS CALLED A CONSENSUS.

**SO WHY WOULD TERRI LYNN LAND STILL
INSIST ON DENYING**
the extent of the effect of human behavior on our climate?

**\$\$ The answer may have something \$\$
TO DO WITH THE \$5 MILLION \$\$
THE KOCH BROTHERS**
and their super PAC have dumped into her campaign.

**THE DEBATE IS OVER, MS. LAND.
THE SCIENCE IS SOUND.**

SO WILL YOU DO RIGHT BY MICHIGAN, OR BY THE KOCHS?

PAID FOR BY NEXTGEN CLIMATE ACTION — NEXTGENCLIMATE.ORG

On May 18, NextGen Climate ran two full-page ads in The Detroit News and The Detroit Free Press asking why Michigan Senate candidate Terri Lynn Land insists on denying that the debate on climate change is over when over 97% of scientists agree that climate change is real and worsened by human activity.