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New “We” Ad Highlights Importance of Public Unity on Climate

“Millions” Ad Focuses on Bridging Differences to Solve Climate Crisis, Show Support for Solutions

Menlo Park, CA – Today, the Alliance for Climate Protection’s “We” campaign unveiled its newest ad aimed at creating support for solutions to the climate crisis.

The ad, which is part of the We campaign’s “Unlikely Alliances” series, will begin a national run today. The new ad features neither celebrities nor politicians but represents everyday people who may disagree on many things but agree on the need to come together to take action on climate change. To date more than 1.3 million people have signed up with the We campaign.

The ad, called “Millions,” features six different unlikely pairs sitting on the same couch which has appeared in previous “Unlikely Alliances” ads, each holding a sign showing their opposing perspectives – there is a “conservative” and “liberal” pair, as well as a “burgers” and “tofu” pair, for example. The ad closes with two people holding a “We” sign together, symbolizing both the need and ability of individuals with contradictory beliefs to join together to fight climate change.

“We are getting closer every day to building the critical mass needed to drive change and solve the climate crisis,” said Alliance for Climate Protection CEO Cathy Zoi. “This new ad speaks to the momentum we are already seeing, as everyday people from vastly different backgrounds come together to speak out for change. The movement is building and the word is spreading. Together, we can solve the climate crisis.”

Since the We campaign launched in April, hundreds of thousands of people have logged on to www.wecansolveit.org to find ways to get involved and be a part of solving the climate crisis.

The current ad will run nationally on a diverse group channels, appearing on such shows as, among others, Comedy Central’s *The Daily Show*, National Geographic’s *Dog Whisperer* and the Discovery Channel’s *Deadliest Catch*. The ad will also appear on a number of other channels including, CNN, MSNBC and Fox News.

The two earlier installments in the “Unlikely Alliances” series featured Revs. Al Sharpton with Pat Roberson, and Former House Speaker Newt Gingrich appeared with House Speaker Nancy Pelosi.

To view the new ad, please visit www.wecansolveit.org.

About the Alliance:

The Alliance for Climate Protection is a 501(c)(3) organization founded in 2006 by former Vice President Al Gore, who currently serves as the chairman of the bipartisan board of directors. Building on the momentum of the Academy Award winning film, "An Inconvenient Truth," the Alliance engages individuals, communities, corporations and

governments across the world to take action to quickly reduce their own greenhouse pollution and to demand action from their political, business and community leaders to enact policies that will sharply reduce emissions.