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## **Alliance for Climate Protection to Congress: Passing Strong Climate and Energy Legislation Will Spur Economic Growth**

*New TV Ad Aimed at Explaining Economic Benefits  
of Cap on Carbon Pollution, Driving Support to **Repower America***

Today, the Alliance for Climate Protection called on Congress to pass strong climate and energy legislation this year in order to create jobs and accelerate economic growth.

Today's announcement comes on the heels of a draft climate and energy bill released by Rep. Henry Waxman (D-CA), chairman of the House Energy and Commerce Committee.

"Now more than ever, we need a climate and energy policy that moves us past the dirty fuels of the past, embraces strong, science-based targets and quickly reduces emissions of carbon pollution," said **Alliance for Climate Protection CEO Maggie Fox**. "Chairman Waxman has taken an important step toward strong legislation to cap carbon pollution. We should take advantage of this opportunity this year to transform our economy, create jobs in communities across America, and lay the foundation for broad international action on the climate crisis."

This week the Alliance will be running a new national television ad explaining how capping carbon pollution is a crucial step to getting our economy moving and putting people back to work. Called "Hot and Cold," the ad will begin airing Wed., April 1, on national cable channels, including CNN, Fox News, MSNBC and CNBC.

In the ad a narrator describes over stop-motion animation the connection between our nation's economic and climate crises.

"Let's see," the narrator begins. "The planet is hot – droughts, fires, floods. But our economy is cold – recession, job losses. What if we could make our planet cooler and the economy hotter?"

"We can by closing the carbon pollution loophole," the narrator answers. "The stuff from oil and coal that's destroying the planet? Cap it and spur new investment and new jobs in clean energy. The planet cools, the economy heats up. Pretty cool. I mean, hot."

“It is no secret that America needs to heat up its economy at the same time as we cool down a warming planet,” **CEO Fox** said. “We can create tremendous sustainable economic growth when we cap carbon pollution, jumpstart our clean energy sector and support innovative industries across America. Strong climate and energy legislation will address the root cause of dangerous climate change, repower America with clean energy and help lift us out of this recession.”

**To view “Hot and Cold,” please visit [www.RepowerAmerica.org](http://www.RepowerAmerica.org).**

As part of the new push to pass comprehensive climate and energy legislation, the Alliance has also begun organizing in a number of key states to educate local communities on the opportunities presented by a transition to a clean energy economy and the need to prevent the worst effects of climate change through a strong cap on carbon pollution.

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About “Repower America”:

“Repower America” is a project of the Alliance for Climate Protection, a nonprofit organization founded in 2006 by former Vice President Al Gore, who currently serves as the chairman of the bipartisan board of directors. The Alliance’s “We” Campaign combines advertising, online organizing and partnerships with a diverse group of grassroots organizations to educate the American public about both the urgency and solvability of the climate crisis and to activate them to demand real solutions from elected officials – in part through Repowering America with 100 percent clean, carbon-free electricity within 10 years.