



### **About the Alliance for Climate Protection:**

The Alliance for Climate Protection (ACP) was founded in 2006 by Al Gore, Nobel laureate and former Vice President of the United States. With more than 2 million members worldwide, the Alliance is a unique nonprofit, nonpartisan organization committed to educating the global community about the urgency of implementing comprehensive solutions to the climate crisis.

Through its projects – Repower America, the WE Campaign and the Reality Coalition – and its affiliated organization, the Climate Protection Action Fund, the Alliance seeks to present choices and offer changes that will protect our planet for future generations.

The Alliance draws together a diverse range of individuals and organizations by acting on its belief that the climate crisis impacts every one of us and transcends differences between political parties, faiths, geographies and cultures. The Alliance regularly partners with organizations from a broad cross-section of society including representatives of labor, faith, business, schools, women, agriculture, sportsmen and many other communities. In doing so, the Alliance brings together faces and voices in a way that diversifies and strengthens the national network of concerned individuals who want to take action now on climate issues.

The Alliance for Climate Protection is guided by a prestigious, bipartisan Board of Directors that includes three Nobel Prize winners and accomplished veterans from the worlds of business, politics and environmental policy.

### **Projects of the Alliance:**

#### **Repower America**

Repower America was launched in 2008 by Al Gore in a pioneering speech that hit the reset button on America's clean energy goals with a bold plan to "repower" our country and revitalize our national energy infrastructure. At its core, Repower America advocates investment in energy efficiency, clean renewable energy sources, a unified smart energy national grid and clean car technology.

#### **The WE Campaign**

The WE Campaign ([WeCanSolveIt.org](http://WeCanSolveIt.org)) is a sustained national effort to catalyze a broad community-level shift on the issue of climate change and compel America to take action now. Combining an unprecedented mass media campaign with an award-winning online organizing effort, the WE Campaign demonstrates the importance of coming together to solve the climate crisis. Some of the most popular WE Campaign advertisements include the "Unlikely Alliances" campaign, which paired together such seemingly polar opposites as Nancy Pelosi and Newt Gingrich and Revs. Pat Robertson and Al Sharpton.

#### **The Reality Campaign**

The Reality Campaign is a coalition-led effort that was created to reveal the truth about coal: there is no such thing as clean coal electricity in the United States today. Since coal plants are singlehandedly responsible for a full third of America's carbon dioxide pollution, coal is one of the chief causes of global warming today. The Reality Campaign challenges the coal industry to come clean, encourages Americans to question the claim of clean coal, and urges the United States to immediately invest in the technologies necessary to stop carbon polluting from entering the atmosphere.