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Contact: Ben Gubits | ben@powactionfund.org

Protect Our Winters Action Fund Endorses Adam Frisch For Congress (CD-3)

As wildfires ravage the West, POW AF commits to helping elect environmental champions to Congress

Denver, CO – Protect Our Winters Action Fund (POW AF) announced today its endorsement of Adam Frisch to represent CD-3 in the U.S. House of Representatives. Frisch is a former Aspen City Council member, and has worked closely with stakeholders across Colorado – outdoor enthusiasts, ranchers, conservationists, and other industries – to ensure that the state’s most precious resource, its land and water, is protected and preserved.

Colorado's Western Slope has a vibrant outdoor recreation community and is the cornerstone of the state's identity, contributing significantly to local communities and the overall economy. With its breathtaking landscapes and diverse recreational opportunities, Colorado attracts millions of outdoor enthusiasts each year, supporting jobs and generating significant revenue. Protecting these natural resources from the impacts of climate change is paramount to ensuring that future generations can enjoy the same experiences.

"We are excited to endorse Adam Frisch for U.S. House," said Ben Gubits, Vice President of Advocacy and Campaigns at Protect Our Winters Action Fund. "Adam understands the critical link between a healthy environment and a thriving outdoor economy. His dedication to environmental stewardship makes him the ideal candidate to represent Colorado’s outdoor enthusiasts in Washington."

Frisch’s platform prioritizes renewable energy, public lands protection, and policies that mitigate the impacts of climate change. His approach not only addresses the urgent need for environmental conservation but also promotes economic resilience through sustainable practices. This is especially important to Colorado voters who cherish their outdoor lifestyle and recognize the economic value of the state’s natural beauty.

"Colorado's outdoor recreation economy is not just an economic driver but a way of life for so many. We need leaders like Adam Frisch who are committed to protecting our environment and ensuring the sustainability of our outdoor heritage," added Gubits.

Protect Our Winters Action Fund urges all Colorado voters who value the outdoors and recognize the urgency of climate action to support Adam Frisch in the upcoming election. Together, we can ensure that Colorado remains a leader in environmental protection and outdoor recreation.

About POW Action Fund

POW AF works to make action on climate change a top policy priority for the outdoor sports community and for legislators whose states are on the frontlines of the climate crisis. Climate

change threatens the future of the Outdoor Recreation industry and the communities that depend on winter to power mountain economies. It threatens outdoor enthusiasts who recreate in our mountains, rivers, forests and public lands in every season. While the impacts of climate change stretch far beyond the recreation economy, these impacts deeply resonate with those of us who love the outdoors. By illustrating the unmistakable relationship between climate and the outdoors – the very element that brings us all together – the POW Action Fund turns the outdoor community’s shared love of wild places into the political will needed to drive positive action on climate change.

For more information, visit powactionfund.org

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