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As Wildfires Rage in the West - Protect Our Winters Action Fund Endorses Caroline Gleich for U.S. Senate

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

Salt Lake City, UT – Protect Our Winters Action Fund (POW AF) announced today its endorsement of Caroline Gleich for U.S. Senate. Caroline Gleich, a renowned professional skier and environmental advocate, has been a tireless champion for the protection of public lands and the promotion of sustainable outdoor recreation. Her candidacy represents a pivotal opportunity for Utah to lead the nation in preserving our natural heritage and fostering a robust outdoor recreation economy.

Utah's outdoor recreation industry is a cornerstone of the state's economy, generating more than \$8 billion annually and supporting 72,000 jobs. From the majestic peaks of the Wasatch Range to the iconic red rock landscapes of Southern Utah, Utah's public lands are not only cherished by residents but also draw millions of visitors from around the globe. Protecting these lands from the threats of climate change and overdevelopment is essential to ensuring the continued prosperity and well-being of our communities.

"A true trailblazer, Caroline has long been a champion for our planet, people, and outdoor playgrounds. As a community of avid athletes, artists, and scientists, we understand the urgent need for leaders who connect the climate crisis to practical, responsible solutions," said Erin Sprague, CEO of Protect Our Winters Action Fund. "For over 15 years, Caroline has displayed the bold leadership and climate concern we value. As the first athlete-volunteer with Protect Our Winters, Caroline set the bar for the rest of us, demonstrating effective advocacy by tirelessly advocating for policies that protect our air, water, and public lands. I'm honored to call her a friend and know she'll be an undeniable force in the U.S. Senate."

Throughout her career, Caroline's deep commitment to safeguarding the places we explore, play, and live has created a model for us to follow. From Utah's Wasatch Mountains to the summit of Mount Everest/Chomolungma, she has used her substantial influence to raise awareness about the opportunity to protect our cherished outdoor spaces.

Protect Our Winters Action Fund urges all Utah voters who cherish our state's natural beauty and depend on a healthy environment to support Caroline Gleich in her bid for U.S. Senate. Together, we can make a difference and secure a sustainable future for generations to come.

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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