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**Protect Our Winters Action Fund Endorses Sen. Martin Heinrich for Re-Election**  
*Championing New Mexico's vibrant Outdoor Recreation Economy and Public Lands*

**Santa Fe, NM** – Protect Our Winters Action Fund (POW AF) announced today its endorsement of Sen. Martin Heinrich for re-election. Senator Heinrich has consistently demonstrated his commitment to protecting New Mexico's public lands, bolstering the outdoor recreation economy, and addressing climate change—critical issues for our community and the future of our planet.

Senator Heinrich has been a steadfast advocate for New Mexico's natural landscapes, recognizing their immense value to both the environment and the state's economy. The outdoor recreation sector is a cornerstone of New Mexico's economy, contributing \$2.4 billion of dollars annually and supporting almost 30,000 jobs. Sen. Heinrich's leadership in securing funding for public lands and promoting sustainable recreation ensures that these vital resources remain accessible and preserved for future generations.

"As outdoor enthusiasts, we understand that protecting our natural playgrounds is not just about preserving beauty; it's about sustaining a vibrant economy and way of life for New Mexicans," said Ben Gubits, Vice President of Advocacy and Campaigns at Protect Our Winters Action Fund. "Senator Heinrich's dedication to environmental stewardship and climate action makes him the clear choice for voters who value our outdoor heritage and seek a sustainable future."

New Mexico's diverse landscapes—from the majestic peaks of the Sangre de Cristo Mountains to the vast expanses of the Gila Wilderness—are integral to the state's identity and attract millions of visitors each year. Senator Heinrich's efforts to expand and protect national monuments, support conservation programs, and invest in renewable energy are pivotal in maintaining the state's unique environmental and economic fabric.

"We're proud to call Senator Heinrich a friend. As a senator, he has proven that he understands the urgent need to combat climate change while fostering economic growth through outdoor recreation and clean energy," added Gubits. "His vision and leadership are essential in the fight to protect our environment and create a sustainable future for all New Mexicans."

Protect Our Winters Action Fund urges all New Mexicans who cherish the outdoors and are concerned about climate change to support Senator Martin Heinrich in his re-election bid. Together, we can ensure that New Mexico's public lands and outdoor economy continue to thrive 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](http://powactionfund.org)

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