

Climate crowdfunding campaign raises \$35k, will publish full-page polemic in Sunday LA Times on November 10

November 4, 2013 (BOSTON, MA) - The Open Letter campaign announced today that its charter document, an open letter holding the world's most influential leaders responsible for their inaction on climate change, will be published as a full-page ad in the Los Angeles Times on Sunday, November 10th, following successful completion of a month-long crowdfunding campaign.

[The Open Letter](#) is addressed to 41 of the most powerful parents in the world – heads of state, editors-in-chief, ultra-wealthy investors, and energy company CEOs – demanding that they use their immense personal influence to act meaningfully on climate now, before their failure to do so irrevocably damages the lives of their own children. The list includes notables such as Barack Obama, Vladimir Putin, and Warren Buffett, as well as more behind-the-scenes power brokers such as Rex Tillerson (ExxonMobil) and Gerard Baker (The Wall Street Journal).

The Open Letter project was created by Mike Gintz and Jordyn Bonds, two 30-something Boston residents, in order to crowdfund enough money to publish the letter as a full-page print ad in a major newspaper or magazine. September's fundraising drive raised \$34,853 dollars, enough to publish the ad in the Los Angeles Sunday Times, where it will be seen by nearly one million readers. The remainder of the money will be donated to the Alliance for Climate Education, a non-profit that teaches and inspires young people to address the looming threat of climate change.

Gintz and Bonds undertook the campaign simply because, according to Bonds, "We had to do *something*. I was increasingly distressed both by the lack of an organized effort to curb climate change and by my own limited influence on the problem." Her response was to write the Open Letter, which demands major action from people whose influence is exponentially larger than that of the average person. "It's great for me to live an environmentally conscious life, but my actions are a drop in the bucket when it comes to global warming. The Open Letter addresses the people whose individual actions *would* have a global impact."

When Gintz read the letter, he proposed the print goal and crowdfunding project as a way to get others involved. "Until a social movement emerges that is too big for business and government to ignore, climate change will continue to be treated as an unproven theory, as a partisan talking point, or as a niche issue," says Gintz. "Most of the people working on this are starting from the bottom up, encouraging gradual change in individual communities. This is proven to work, but can be a slow process. We think there's room for another approach that starts at the top, demanding action directly from those whose decisions would have immediate and massive impact."

Gintz and Bonds are well aware that direct appeals to powerful people rarely garner a response.

“We’re not naive,” says Gintz. “The letter is addressed to a specific group of people, but it’s an open letter for a reason. We want everyone to read it because we want to change the conversation about global warming: This is not a political issue, but rather an issue of basic human morality. Each generation has a responsibility to leave subsequent generations a livable world. I’d like to think that’s something we can all agree on.”

The Open Letter can be read at <http://openletter2013.org> or in the LA Times on November 10th, 2013.

Website: <http://openletter2013.org>

Twitter: <http://twitter.com/OpenLetter2013>

Facebook: <http://facebook.com/openletter2013>

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