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NextGen California Responds to Governor’s May Budget Revision by Ramping Up Million Dollar Ad Campaign Reaching Out to Legislators to Expand Climate Investments

\$1.6 Million television, radio, digital, and grassroots email campaign encourages state leaders to ‘go big’ on climate investments in our state budget to meet California’s climate commitment.

SACRAMENTO – Today, NextGen California responded to the Governor’s May Budget Revision proposal by expanding their investment in the ‘Later is Too Late’ Ad Campaign to encourage legislators to expand climate investments.

NextGen California said that the Governor’s May Revision is an important step in the right direction to address the climate crisis.

“No other state and very few countries are doing as much as California when it comes to grappling with the worst impacts of climate change,” **said NextGen California Executive Director Arnold Sowell Jr.** “But as we face the unprecedented challenges presented by the climate crisis – devastating wildfires, extreme heat, sea level rise, and historic droughts – we must push for even more sustained investments to combat this crisis.”

“That’s why we’re continuing with our ‘Later is Too Late’ campaign – we are just BEGINNING to tackle this problem and the long-term devastating effects of climate change,” Sowell added.

The ‘Later is Too Late’ seven-figure media and grassroots campaign encourages the state Legislature to address the worsening effects of the climate crisis by prioritizing bold climate investments in California’s state budget as soon as possible. The “Phase 2” campaign is anchored by the ad “More Than A Headline” which makes clear the human costs, not just the news headlines, from California’s multiple climate-caused disasters that have ravaged the state over the last decade, including wildfires, extreme heat, and drought.

“Our state’s budget is one of the most powerful tools we have to fight the climate crisis. California’s policymakers must rise to meet this challenge with the urgency it deserves. The window of opportunity to meet our climate goals is closing,” Sowell added.

“This campaign for a California Climate Budget is part of our long term [Climate 100](#) effort to rally public support and encourage California leaders to fully live up to California’s climate commitments, one hundred percent,” said Sowell. “NextGen urges the Governor and legislators to make meaningful investments that will lock in durable, equitable progress on climate at a scale proportionate to the seriousness of the challenge. We have seen time and time again when ordinary Californians rally behind California leaders, we can stand up to the polluters and lead the country in taking bold action on climate. With California’s record-shattering budget surplus, we must go big on climate now. Later is too late.”

“Phase 1” of the multimedia campaign to support climate action launched across the state earlier this year and was geared towards rallying the support of everyday Californians for large-scale investments in climate solutions. NextGen’s “Phase 2” campaign focuses on policymakers who are grappling with big budget decisions and stresses the urgent need for immediate climate investments. The climate solutions proposed in Governor Newsom’s 2022 state budget are an important step towards fully aligning our actions with the nation-leading climate laws our state is committed to implementing. Every aspect of our lives will be increasingly impacted by the climate crisis. Now it is up to legislators and the Governor to come to an agreement that will ensure that protecting our state and leading on climate is woven into every aspect of how our state functions.

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The mission of NextGen Policy and NextGen California is to fight for progressive policy change to address environmental, social, racial, gender, and economic inequities in California through justice-centered legislative advocacy, grassroots partnerships, and democratic civic engagement.