

CLIMATE URGENCY

As leaders in the entertainment industry, *you* can help the public understand the urgency of the climate crisis. We need more Americans to understand that climate change isn't a problem for the distant future — it's affecting our lives right now.

Here's what we need to show:

- **Climate-fueled disasters like wildfires, hurricanes, tornadoes, and flooding are becoming more frequent, more costly, and more deadly — and they're affecting us all.**
 - Climate disasters are pounding Americans' wallets — [raising](#) home insurance rates, [forcing](#) massive disaster aid spending, [disrupting](#) food supplies, and [upending](#) food production.
 - The climate crisis is [making us sicker and threatening our safety](#). Heat deaths have [doubled](#), asthma-related ER visits are [spiking](#), and diseases are [spreading faster](#). Meanwhile, extreme weather is [becoming even deadlier](#).
 - No one is immune to climate disasters. From wildfires in LA to deadly floods in North Carolina and Kentucky, they hit the rich and the poor, the coasts and the heartland. So we all have to take action.
 - **FACT:** 2025 was the [hottest](#) January ever, when Los Angeles' historic wildfires caused [over \\$250 billion](#) of damage.
- **With more climate chaos, we need leaders who look out for us: helping us prepare for climate disasters, respond to them and recover from them.**
 - Climate change makes weather forecasts more important than ever. We should be investing in them, but the Trump administration has cut critical [forecasting services](#) and [staff](#).
 - Americans will need more disaster relief as climate disasters multiply. Our leaders should boost disaster preparedness and recovery aid. But the Trump administration has said it wants to [eliminate](#) federal disaster relief, [laid off](#) hundreds of emergency responders, and [withheld](#) billions in aid.