

# NRDC ACTION VOTES

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## Climate Group Launches Ad Targeting Carlos Gimenez in South Florida

Washington (Oct. 6, 2020) – NRDC Action Votes launched a \$250,000 online advertising campaign targeting Republican Carlos Gimenez for siding with corporate polluters and ignoring the risks to South Florida of climate change.

The outside, uncoordinated spending campaign also includes an ad praising Rep. Debbie Mucarsel-Powell for working with Democrats and Republicans to secure funding for resilient infrastructure in the district.

The online ads can be seen [here](#) and [here](#).

“The people of South Florida are seeing first-hand the impact of climate change, but Carlos Gimenez is putting the interests of his corporate donors before that of residents in this district,” said **Jossie Steinberg, director of NRDC Action Votes**. “The choice in this race is clear, which is why we made it a top priority to support Rep. Debbie Mucarsel-Powell.”

A [2020 poll](#) of battleground House districts found that environmental messaging can swing competitive House races. The issue most likely to deter voters from supporting a candidate is denial of climate change.

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*NRDC Action Votes is an independent political action committee that works to promote the goals of the NRDC Action Fund, including working for protection of wild lands, healthy air and water, and addressing climate change.*

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