

Press Release

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Environmental Coalition Launches NYS Radio Campaign on Fracking

Using Airwaves to Counter Gas Industry Claims

(Albany, NY) A coalition of environmental and health groups opposed to hydraulic fracturing ("fracking") in New York State is supporting the launch today of a six-week radio campaign designed to educate citizens about the realities of this new type of gas drilling and encourage them to write to Governor Cuomo with their concerns. Under the banner of "A Million Fracking Letters," the educational campaign will run on public and commercial radio stations across the state. The coalition's goal is to provide Governor Cuomo with the public support necessary for him to prohibit fracking in the state.

"The gas industry is using the media to tell consumers that fracking is a piece of cake - finally, the answer to all our energy needs," says campaign organizer Doug Wood, a filmmaker and political strategist who created the spots. "But drilling for miles underground, setting off explosives, injecting toxic chemicals and then sucking the hazardous radioactive contaminated waste back to the surface to get the gas is extremely risky business. People have a right to hear the other side of the story."

The 60-second radio spots direct listeners to "**AMillionFrackingLetters.com**," a web site where they can view a short video about the letter-writing campaign. The site links to the campaign's Facebook page and to the web sites of all the supporting organizations.

The coalition supporting the campaign includes two dozen groups from around the state, including Catskill Mountainkeeper, Citizens Campaign for the Environment, Environmental Advocates of New York, Grassroots Environmental Education, Sierra Club Atlantic Chapter and United for Action.

"For years, the State and the industry have sidestepped issues of water contamination, health impacts, air pollution and a multitude of other cumulative effects," says Wes Gillingham, Program Director of Catskill Mountainkeeper. "It's time for Governor Cuomo to live up to his promises and protect NY from this greedy industrial onslaught."

“In the final analysis, only Governor Cuomo can slow the rush to drill in New York State and protect our waters and communities from fracking,” said Katherine Nadeau, Water & Natural Resources Program Director, Environmental Advocates of New York. *“That’s why we’re encouraging New Yorkers concerned about fracking to send a personal message today.”*

“Struggling New Yorkers from across the State are inundated with industry-sponsored advertisements, taking advantage of our economic insecurity by promising us with fairytale profits from fracking,” says Roger Downs, Conservation Program Manager for the Sierra Club Atlantic Chapter. *“The public needs to hear the truth – that there is no economic advantage to contaminated drinking water, polluted skies and fractured communities.”*

Funding for the ad campaign has come from private individuals around the state who are concerned about the impacts of fracking.

About A Million Fracking Letters

A Million Fracking Letters Inc. is a private, citizen-based campaign designed to educate New Yorkers about the realities of hydro-fracking in New York.

The campaign web site is **www.AMillionFrackingLetters.com**.