



Submitted by: Lisa Drake, lisa.drake@stonyfield.com

Company/Organization: Stonyfield

Type of organization: Business

Number of Employees: 375

Category: environment

Challenge or Opportunity:

We were concerned about rollback of environmental regulations and climate commitments in Washington. If our air, water and topsoil become more polluted with toxic chemicals because of reduced government regulation, our children's future health is at risk. And we know that addressing climate change cannot wait. How could we inspire people to act?

Approach or Solution:

We are encouraging people to register to vote and voters to get informed! Our Make Earth Cool Again (MECA) campaign educates and empowers consumers to support candidates who will stand up for the environment and our children's futures. We have taken our message across the country to events, talks, by video, and our signature MECA hats & shirts.

Impact:

Our paid video ads generated over 5MM (million) impressions & 1MM views. We have enabled hundreds to mail postcards to friends and family encouraging them to vote and distributed more than 12,000 t-shirts and hats. As midterm elections approach, the #MakeEarthCoolAgain hashtag is booming with folks standing up for our environment with pride!

