



Dear EcoAthletes Friends,

People often ask me, “what can I do to make a difference on climate? I’m just one person, the climate crisis is so vast. I feel so stuck.”

A donation to EcoAthletes, the nonprofit we launched 18 months ago to ‘inspire and coach athletes to lead climate action’, will multiply your impact manyfold by equipping our global roster of climate-minded [EcoAthletes Champions](#) — 58 as of today — become climate advocates to their many fans.

Your support will help us greatly enhance the effectiveness of our [Resource Hub](#). Launched on Earth Day, it has begun to provide the Champions with community, content, coaching, thought leadership, and sponsorship connections to climate-minded brands.

Since then, the Champions have appeared on 10 panels and been interviewed on 21 podcasts/traditional media programs, including on [BBC Sport](#), [GreenBiz](#), and [La Nación](#), Argentina’s leading newspaper. Champions Joe Cooke (cricket/England) and Jacquie Pierri (ice hockey/USA/Italy) were in Glasgow, where they presented the COP26 Sports Community Manifesto, endorsed by over 300 athletes, teams and sports business leaders, urging the delegates to do their jobs.

The thing is, we need resources to properly supply the Hub with more timely and powerful social media content, higher quality video content that will draw the attention of bigger media outlets, and more thought leadership opportunities.

That’s why we’re asking you, on Giving Tuesday, to support the #ClimateComeback with a donation. Your support will help us deliver more and better resources to more EcoAthletes Champions so they can reach exponentially more fans to take and demand climate action.

**Kick off this giving season by [donating to EcoAthletes](#) to spark the #ClimateComeback**

Best,

Lew

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#ClimateComeback