

**From:** Chambers, Micah  
**To:** [Bloomgren, Megan](#)  
**Cc:** [Domenech, Douglas](#); [Daniel Jorjani](#); [Russell Roddy](#); [Boulton, Caroline](#); [James Cason](#); [Scott Hommel](#); [Swift, Heather](#)  
**Subject:** Re: ICYMI Patagonia in Morning Energy  
**Date:** Tuesday, March 07, 2017 2:01:55 PM

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I should've noted that both Heitkamp and Manchin would be possible Dem yes votes.

On Tue, Mar 7, 2017 at 1:50 PM, Bloomgren, Megan <[megan\\_bloomgren@ios.doi.gov](mailto:megan_bloomgren@ios.doi.gov)> wrote:

**PATAGONIA LAUNCHES  
BEARS EARS AD**

**CAMPAIGN:** Outdoor gear  
and clothing company

Patagonia is launching a social  
media and online advertising  
campaign today aimed at  
convincing Interior Secretary  
Ryan Zinke to recommend  
Trump preserve the Bears Ears  
National Monument in Utah.

The state's governor and  
congressional delegation have  
urged Trump to revoke the  
monument Obama created at  
the end of his term, and Zinke  
is expected to meet with state  
groups in the coming weeks  
before he weighs in on the  
issue. Patagonia is spending  
\$350,000 on social media, a  
month of underwriting "PBS  
NewsHour" and  
advertisements on The New  
York Times website. The  
company is also launching an  
interactive video produced  
using Google's 360 technology

that prompts people to sign a petition to Zinke on the issue.

**And urges “no” on methane CRA:** Patagonia joined 13 other outdoors groups in sending [a letter](#) to senators today urging them not to support a Congressional Review Act challenge seeking to nullify a BLM rule aimed at curbing methane leakage on public lands. That comes as EDF Action launched another “six-figure” [digital ad campaign](#) in D.C., Arizona, Nevada, North Dakota and Ohio encouraging citizens to fight the nullification attempt.

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