

**From:** Swift, Heather  
**To:** [Megan Bloomgren](#); [Daniel Jorjani](#); [Domenech, Douglas](#); [Scott Hommel](#)  
**Subject:** Fwd: New ad campaign defends our national monuments  
**Date:** Monday, April 03, 2017 10:04:28 AM

---

FYI

-

Heather Swift  
Department of the Interior  
@DOIPressSec  
[Heather\\_Swift@ios.doi.gov](mailto:Heather_Swift@ios.doi.gov) | [Interior\\_Press@ios.doi.gov](mailto:Interior_Press@ios.doi.gov)

----- Forwarded message -----

**From:** Center for Western Priorities <[info@westernpriorities.org](mailto:info@westernpriorities.org)>  
**Date:** Mon, Apr 3, 2017 at 10:15 AM  
**Subject:** New ad campaign defends our national monuments  
**To:** [heather\\_swift@ios.doi.gov](mailto:heather_swift@ios.doi.gov)



**CONTACT**

Aaron Weiss, Media Director  
Center for Western Priorities  
[aaron@westernpriorities.org](mailto:aaron@westernpriorities.org)  
720-279-0019

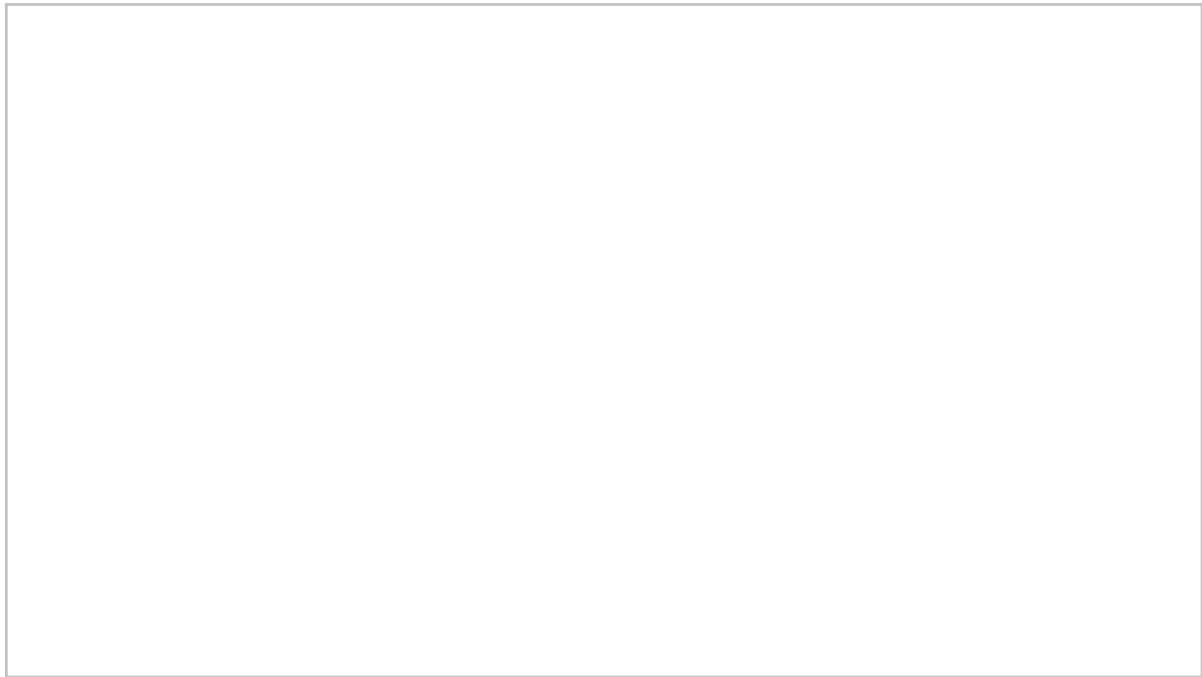
**FOR IMMEDIATE RELEASE**

APRIL 3, 2017

## **Center for Western Priorities launches nationwide ad campaign in defense of national monuments**

*Monuments to America built in response to threats from Congress*

DENVER—The Center for Western Priorities announced a \$500,000 advertising campaign to raise awareness of threats to national monuments and the Antiquities Act. The first 30-second *Monuments to America* ad, titled “[Monumental Legacy](#)”, began running Monday in Washington, D.C., and will expand nationwide to local markets from Nevada to South Carolina in the coming weeks.



The *Monuments to America* ad features iconic American landscapes that were protected using the Antiquities Act, America's national monuments law. They include Arches National Park, Natchez Trace National Scenic Trail, Sonoran Desert National Monument, and the Statue of Liberty.

"As extremist opponents of public lands attempt to gut protections and weaken the Antiquities Act, we thought it was important for the American people to learn about the history of the law that protected some of our most treasured national parks and landscapes," said **Jennifer Rokala, executive director at the Center for Western Priorities**. "Without the Antiquities Act, the Grand Canyon would likely be the site of open-pit mines today."

Utah's congressional delegation continues to pressure President Trump to attempt to erase Bears Ears National Monument, which was protected by President Obama after 80 years of conservation efforts. Legal scholars agree that the Antiquities Act [does not grant the president the authority to erase or significantly alter monument designations](#) made by previous presidents.

At the campaign's website, [monumentstoamerica.org](http://monumentstoamerica.org), visitors can learn about the century-long fight to protect lands and waters from Maine to Oregon, current efforts to eliminate existing national monuments, and Congressional efforts to prevent presidents from designating new monuments.

"Polls consistently show that Americans value their parks and public lands and waters, yet some members of Congress are determined to take away the protections that ensure our monuments will be there for future generations to enjoy," Rokala said. "We hope this campaign is a wake-up call to anyone who is not aware of the imminent threats our monuments face today from politicians in Washington."

---

A broadcast-quality version of "Monumental Legacy" is [available for download](#). Jennifer Rokala is available for video and audio interviews. To schedule an interview, or to speak with an expert on public lands, contact Aaron Weiss at 720-279-0019 or [aaron@westernpriorities.org](mailto:aaron@westernpriorities.org).

###

*The Center for Western Priorities is a conservation policy and advocacy organization focused on land and energy issues across the American West.*

[Center for Western Priorities](#) | 820 16th Street Ste 450, Denver, CO 80202 | 303.974.7761

[unsubscribe from this list](#) | [view email in browser](#)