

Skier raising cash for climate change Super Bowl ad

By Sierra Davis, Powder

About half of all Americans don't believe global warming is caused by human activities, despite the overwhelming consensus by climate scientists who say this is true. Salt Lake City-based pro skier Julian Carr is taking action to change this by attempting to raise \$5.5 million by Dec. 22 to fund what will be the first ever Kickstarter-supported Super Bowl ad.

An ambassador of Protect Our Winters, Carr hopes to bring important climate change data to the largest audience in the United States.

According to Nielsen, 70 percent of U.S. households watched the 2017 Super Bowl, which saw a total audience of 172 million viewers. So far, Carr's campaign has raised \$13,400.

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