

## #PowerInNature: Protecting California and Pushing to 30x30



The website [PowerInNature.org](https://PowerInNature.org) launched on April 5.

The #PowerInNature campaign highlights California's diverse array of landscapes, and the communities, advocates, and Tribes working to protect the land and their cultures. The site features local voices, interviews and photography that evoke the spirit of #30x30CA — a community-driven initiative to protect 30% of California's land and coastal waters by 2030.

To help you start imagining what 30x30 could mean to you, the website features five important California places: Banning Ranch, Chumash Heritage National Marine Sanctuary, Conglomerate Mesa, Eel River Canyon, and Coyote Valley. These are just the start, and new places will be added throughout the duration of the campaign. Join us in taking action and building support for #30x30CA by visiting the [PowerInNature.org/TakeAction](https://PowerInNature.org/TakeAction) page!

In addition, Sierra Club's #30x30CA campaign is launching a new series [telling the stories](#) of California's lands, waters, and communities through words and art. Achieving 30x30 requires an artful blend of science and a mass movement of people working to protect nature. Each month, we'll be inviting people from across California to participate as authors and artists to share with us their visions for CA@2030, talk about what conservation means to them and their communities, and more.

**Supporters of #PowerInNature and the California 30x30 campaign include:**



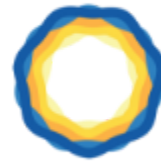
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