

FOR IMMEDIATE RELEASE

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Tiempo Latino and Climate Power En Acción Showcase How Climate Progress Benefits Latinos Today

- **The docu-series “Tierra Mía” feature six stories from six key states: Arizona, Pennsylvania, Georgia, North Carolina, Nevada, and Michigan.**
- **Each episode is available at Tiempo Latino’s YouTube channel every Thursday at 6 p.m. The audiovisual piece is in Spanish with the option of English subtitles.**

WASHINGTON, D.C. – Today, [Tiempo Latino](#) and [Climate Power En Acción](#), launched the video series “[Tierra Mía](#),” to tell the story of how Latinos are experiencing the benefits of the [Clean Energy Plan](#), —the most impactful climate progress of the past decade. Climate change disproportionately impacts Latinos in the U.S., who make up about 19% of the population, particularly due to their [outdoor work](#) and residential locations. This initiative aims to educate the community on how climate action provides access to affordable, cleaner energy, while enhancing the resilience of Latino communities and the electric grid against extreme weather caused by climate change.

“We can talk about the hundreds of thousands of jobs and billions of dollars in investments generated by the clean energy plan, but that doesn't have the same impact as hearing and seeing the stories of how the plan is directly improving people's lives,” said **Antonieta Cadiz, Deputy Executive Director of Climate Power En Acción**. “For people to truly understand the plan's impact, they need to hear these stories. That's why this collaboration is so important. By highlighting these stories, we hope more people will better understand the transition to clean energy and that more communities will take advantage of the countless opportunities to participate in this movement.”

“Tierra Mía” unveils real stories from the community embracing renewable energy in their daily lives and in job opportunities in the [clean energy](#) sector, showcasing a sustainable, innovative employment frontier.

“Latino communities often bear the brunt of environmental crises, yet misinformation remains a significant barrier to mobilizing action within these communities. This is why our mission with this series is to narrow the gap between Hispanics and the vast array of green opportunities available to them,” expressed **Marcos Marin, CEO of Tiempo Company**.

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The documentary, which consists of six episodes set in key states—Arizona ([available to watch now](#)), Pennsylvania, Georgia, North Carolina, Nevada, and Michigan (each one [available](#) every Thursday at 6 p.m.)—explores how climate change impacts the Latino community and highlights the solutions available to improve their circumstances and economy

“We traveled to six states to uncover six stories that highlight the impact of climate change on Latinos in the United States. Each episode explores how the community is facing the climate crisis, the resources required to tackle these challenges, and the potential benefits of the emerging green economy,” said **Claudia Ginestra, Digital Content Lead at Tiempo Latino and host of “Tierra Mía.”**

Each episode of the docu-series will be available on [Tiempo Latino's YouTube channel](#). Starting in mid-August and continuing through the fall, “Tierra Mía” will feature content focused on the opportunities and resources available to Latinos in the face of climate change.

To read more about “Tierra Mía” visit: tierra.mia.tiempocompany.com.

About Tiempo Latino:

[Tiempo Latino](#) is a Spanish-language publication in the United States, reaching 8 million U.S. Latinos per month. As a national digital news provider headquartered in Washington D.C., Tiempo Latino offers comprehensive coverage on various topics, including local and international news, politics, health, finance, and culture, specifically tailored to the Latino community. Tiempo Latino is under the umbrella of [Tiempo Company](#), a media group that also produces specialized e-newsletters and owns an in-house digital media agency dedicated to serving the informational and resource needs of the Latino population across the country.

About Climate Power En Acción:

[Climate Power En Acción](#) is a project of Climate Power focused on running a strong earned and paid media political communications operation, cemented on tailored research, polling, and creative products focused on driving the national and local climate narrative for Latinos, aimed to support a green economy transition and cementing climate progress for future generations.

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