

FOR IMMEDIATE RELEASE

Tiempo Latino Presents Latino Climate Stories to the Forefront at Climate Week NYC

WASHINGTON, D.C. – October 29, 2024 – The team at our Spanish-language publication [Tiempo Latino](#), under the umbrella of [Tiempo Company](#), participated in a [panel](#) at this year’s Climate Week NYC—the largest annual climate event of its kind to present the recent launch of the docu-series, “[Tierra Mía](#),” in partnership with [Climate Power En Acción](#).

Hosted by the [Climate Group](#), our Tiempo Latino team—Claudia Ginestra and Rafael Ulloa, along with Environmental Educator Mercedes McKinley—joined leaders from 96 countries at over 600 events in New York City, all united by the urgent message: "It's Time." During the panel discussion, Tiempo highlighted how “Tierra Mía” connects with Latino communities sharing six narratives from different states that showcase the real challenges and resilience Latinos face in the context of climate change. [Espacio](#), the creative communications hub and sister media of Tiempo Latino brought this idea to life, putting Latinos front and center as the stars of the climate story.

“We’ve seen firsthand how Latinos are at the forefront of tackling climate change, driving change because they are impacted by it. It’s crucial for our communities to understand that real solutions come from policies, not just individual actions,” said **Claudia Ginestra, Digital Content Lead at Tiempo Latino and host of “Tierra Mía”** during the panel.

Since its launch, the docu-series "Tierra Mía" has gained significant traction, amassing nearly 300,000 views on YouTube by the end of October. It has been particularly popular in battleground states like [Georgia](#) and [North Carolina](#), where viewership has exceeded expectations. In Georgia, the series has received 72% more views than anticipated, while North Carolina has seen a 55% increase.

"We are [creating cultura](#) as a new approach to storytelling, serving as an essential tool for transforming abstract issues into something tangible, human, and urgent. Unlike straightforward news coverage focused on data, this approach weaves in personal experiences and emotions, helping people connect on a deeper level,” mentioned Rafael Ulloa, **Deputy Publisher at Tiempo Company** in his speech at this year’s Climate Week NYC.

Each episode of the docu-series is available on [Tiempo Latino's YouTube channel](#). To read more about “Tierra Mía” visit: tierra.mia.tiempocompany.com.

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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 recently launched a new [creative communications hub](#) to help brands engage with communities through authentic cultural connections.

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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