

FOR IMMEDIATE RELEASE

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United Tribes of Bristol Bay launch new ad campaign urging lasting protections for the Bristol Bay region

New ads to run on digital and television platforms across Washington, DC

DILLINGHAM, AK - Today, United Tribes of Bristol Bay and Stop Pebble Mine launched a new television and digital advertising campaign highlighting the urgent need to protect Bristol Bay, Alaska from the threat of the Pebble Mine. These ads tell the story of the people of Bristol Bay and the decades-long battle to protect the region's way of life from the threat of mines like Pebble.

This campaign comes as Bristol Bay looks to the Biden administration to use its authority under section 404C of the Clean Water Act to veto the Pebble Mine project and ensure that the waters of Bristol Bay are permanently protected. Those protections were proposed under the Obama administration, and rolled back by the Trump Administration. Without protections, the threat of Pebble and mines like it looms over the region and jeopardizes the more than \$2 billion economic impact of the Bristol Bay fishery and the Yup'ik, Alutiiq, and Dena'ina people who have called Bristol Bay home for countless generations.

"As decision makers in Washington D.C. consider protections for our region, it is crucial that they hear firsthand from the people whose way of life is threatened by the proposed Pebble Mine," said United Tribes for Bristol Bay Executive Director Alannah Hurley. "This campaign shares what is at stake in this fight and will help them understand our urgent need for lasting protections that protect our traditional Native way of life and livelihoods for generations to come. Bristol Bay has had the cloud of Pebble hanging over our region for almost two decades, and it's time for decision makers to veto the Pebble Mine once and for all."

These ads will run on digital platforms across Washington, DC and are supplemented by a television buy. [The ads can be viewed here.](#)

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*The **United Tribes of Bristol Bay** is a tribal consortium representing 15 Bristol Bay tribal governments (that represent over 80 percent of the region's total population) working to protect the Yup'ik, Dena'ina, and Alutiiq way of life in Bristol Bay.*

***Stop Pebble Mine** Stop Pebble Mine is an initiative sponsored by the Bristol Bay Defense Fund — a coalition of business, tribal, nonprofit, and community organizations dedicated to protecting Bristol Bay from the growing threat of the Pebble Mine.*