



Protect Our Winters Launches Water Alliance to Expand Climate Advocacy to Oceans, Lakes and Rivers

BOULDER, CO (September 23, 2025) – [Protect Our Winters](#) (POW) is expanding its advocacy network with the official launch of the POW Water Alliance, a new initiative that unites athletes, creatives, scientists, and brands from water-based sports and communities to take bold climate action and strengthen the intersection of advocacy, sport, and science for greater impact. With 11th Hour Racing as a founding partner, the POW Water Alliance will activate climate leaders from ridgetops to reefs.

Since 2007, POW has empowered outdoor enthusiasts, including skiers, snowboarders, climbers, trail runners, brands, scientists, and creatives, to shift culture and policy in service of systemic climate solutions. With over 180 million Americans engaging in outdoor recreation, this community, “the Outdoor State,” has become a powerful lever for climate progress. Today, POW is bringing that same proven model to the water space.

Focusing on water-related climate issues, including warming waters, sea-level rise, river health, and extreme droughts and storms, the program will support policy engagement at local, regional, and national levels, climate storytelling, and community mobilization.

The newly formed POW Water Alliance launches with an initial group of voices representing surfing, sailing, angling, whitewater paddling, and rowing, each bringing personal stories and experiences of how climate change is reshaping recreation and ecosystems.

Founding members include:

- Hilary Hutcheson - Montana-based fly-fishing guide and conservation leader
- Eeland Stribling - wildlife biologist, comedian, and advocate for equitable outdoor spaces
- Francesca Clapcich - Olympian, professional offshore sailor, and 11th Hour Racing sponsored athlete
- Christine Cavallo - U.S. national team rower and UN climate communicator
- Liz Clark - longtime solo sailor and surfer exploring sustainable living at sea
- Mario Ordoñez-Calderón - Indigenous Mayan surfer and co-founder of *Un Mar de Colores*
- Cliff Kapon - Professional surfer and PhD chemist blending Indigenous knowledge and modern science to protect ocean ecosystems

They’re joined by a dynamic roster of creatives and scientists, including surf photographer Morgan Maassen, climate artists Jill Pelto and Meg O’Hara, and marine scientist Shawnee Traylor.

The initiative builds on POW’s Brand Alliance partnerships with support from organizations, such as founding member 11th Hour Racing, new Brand Alliance partner Fishpond, and non-profit partner Surfrider, among others.

“POW is thrilled to be partnering with 11th Hour Racing in the expansion of our Alliances to launch POW Water. Much like those who explore our planet’s mountains and trails, those who recreate on rivers, lakes, coastlines, and oceans carry powerful stories and deep passion that can shift the climate conversation,” said **Jeremy Jones, Professional Snowboarder & Founder of Protect Our Winters**. “Beaches, reefs, and waterways are seeing the impacts of climate change coast to coast and are reshaping recreation, livelihoods, and entire communities. POW’s proven model of community leader-driven culture change, policy advocacy, and movement building presents a significant opportunity in water-based communities. This is a pivotal moment to leverage our strengths in the water space and expand our impact.”

“The Water Alliance builds on a proven model of uniting trusted messengers to influence culture and policy, and reflects 11th Hour Racing’s broader commitment to accelerating ocean and water health through strategic partnerships, innovation, and storytelling,” shared **Jeremy Pochman, CEO and Co-Founder of 11th Hour Racing**. “We are scaling that impact across new communities - all united by their connection to water and their determination to protect it. By co-developing this initiative with POW, we’re helping to shape a new narrative - one that links water, land, climate, and community in pursuit of a more sustainable future.”

The POW Water Alliance debuts at Climate Week NYC today with a “Snow To Water: United For Action” mainstage panel at the NEST Climate Campus, including Jeremy Jones, Jeremy Pochman, Francesca Clapcich, and Meg O’Hara, to drive climate action grounded in the ocean, rivers, lakes, and coastal communities.

For more information, visit www.protectourwinters.org/water.

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About Protect Our Winters (POW):

Protect Our Winters is a 501(c)(3) nonprofit that helps passionate outdoor people protect the places and experiences they love from climate change. Founded in 2007 by professional snowboarder Jeremy Jones, POW is a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations. For more information, visit www.protectourwinters.org.

About 11th Hour Racing:

Inspired by the dynamics of sailboat racing and the urgency for climate action, 11th Hour Racing is committed to the health and resilience of ocean systems. Supporting innovative, sustainable solutions in the maritime industry and beyond through sport, storytelling and grantmaking, 11th Hour Racing works to build healthy planetary systems and strong communities. Under the 11th Hour Racing umbrella, activities are provided through 11th Hour Racing, Inc., which serves as the impact entity and provides programmatic direction to its philanthropic partners, including 11th Hour Racing Charitable, LLC, which engages in charitable work, and 11th Hour Racing Action, LLC, which engages in social welfare programs and advocacy. Learn more at www.11thhourracing.org.

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