



MEGAFIRE ACTION

FOR IMMEDIATE RELEASE

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NEW: Megafire Action Launches Ad Campaign Urging Gov. Newsom to Sign Suite of Wildfire Bills

The Joint Megafire Prevention Package Aims To Make Wildfire Resilience More Affordable, Accelerate The Deployment Of New Fire Detection And Mapping Technology, And Strengthen Community Preparedness

SACRAMENTO, Calif. – Megafire Action, the nation’s leading advocacy organization dedicated to solving the megafire crisis, today announced it’s launching an advertising campaign in California in support of the Joint Megafire Prevention Package – the most comprehensive state-level package aimed at mitigating destructive megafires in U.S. history. This digital advertising campaign will target Gov. Newsom and key decision-makers in Sacramento, urging the governor to back the package and emphasizing that, while Washington continues to debate wildfire policy, California has an opportunity to act now.



“California doesn’t have to wait to prevent the next megafire,” said **Eric Horne, California Director at Megafire Action**. “The Joint Megafire Prevention Package gives the state a comprehensive set of tools to protect homes and communities, accelerate wildfire innovation, and make resilience more affordable for Californians. We urge the Governor to sign these bills and seize the opportunity to make California safer and more resilient for decades to come.”

Unlike previous approaches, the Joint Megafire Prevention Package acts as a comprehensive strategy to reduce wildfire risk by simultaneously tackling built environment mitigation, landscape-scale resilience, and deployment of cutting edge technology. Megafire Action has sponsored three of the bills in the package – SB 894, SB 1079, and SB 973. Individual bills in the Joint Megafire Prevention Package have drawn broad support from across California, including the California Chamber of Commerce, Consumer Watchdog, Environmental Defense Fund, The Nature Conservancy, California Fire Safe Council, FireWERX, Insurance Institute for Business & Home Safety, Orange County Fire Authority, and dozens of local Fire Safe Councils and other organizations working to make California more resilient.

Megafire Action's ad buy will target Sacramento and other key local news outlets through video and static advertising and run for two weeks.

Below is a transcript of the campaign's [video ad](#), "A Chance To Lead:"

Every catastrophic fire we prevent is a home that doesn't burn, an insurance bill that doesn't double.

Washington has spent years on hearings, task forces, promises.

So we're taking action with the Joint Megafire Prevention Package.

The bills will protect homes, communities, and make wildfire resilience affordable.

Our governor has the chance to do what Washington won't.

Governor Newsom: Sign it before it's too late.

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