



MEGAFIRE ACTION

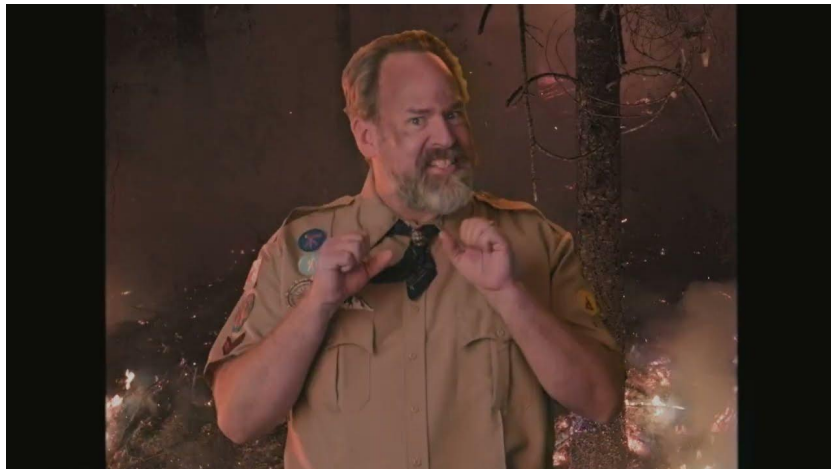
FOR IMMEDIATE RELEASE

September 15, 2025

Megafire Action Launches First-Ever Ad Campaign to Urge Senators to Pass the Fix Our Forests Act

Six-Figure Ad Campaign Is the First-Ever Advertising Campaign in Support of a Comprehensive Federal Wildfire Bill

Washington, D.C. – Megafire Action, the nation’s leading advocacy organization dedicated to solving the megafire crisis, today announced the first-ever advertising campaign in support of a comprehensive federal wildfire bill S. 1462 – the bipartisan Fix Our Forests Act (FOFA). This historic six-figure digital advertising campaign will target lawmakers and key decision-makers in Washington, D.C., urging swift passage of the bipartisan Fix Our Forests Act at a pivotal moment: [wildfire season](#) is in [full force](#), the U.S. House of Representatives passed its version of the Fix Our Forests Act months ago, and January’s LA fires cost \$100 billion in damages.



The Fix Our Forests Act—led by Senators John Hickenlooper (D-CO), John Curtis (R-UT), Alex Padilla (D-CA), and Tim Sheehy (R-MT)—would cut red tape that slows proven wildfire resilience efforts that have [previously hampered](#) wildfire response. It also makes long-overdue changes to how the federal government adopts and scales cutting-edge wildfire technology to meet the threats communities are facing today.

“Wildfires aren’t waiting for the Senate to take action. It’s far past time for Senators to pass the bipartisan Fix Our Forests Act so that our communities have the investment and tools needed to

better protect our communities from the \$100 billion a year wildfire crisis our country faces,” said **Matt Weiner, CEO and founder of Megafire Action.** “This ad campaign will serve as a catalyst for urgent action, highlighting the severity megafires face for communities, and remind our elected officials of a simple fact: there is a whole lot more we can do to fight these fires – but only if we give our communities the tools they need.”

Megafire Action’s ad buy will target Washington and other key local news outlets through video and static advertising and run for one week. The campaign’s [video ad](#), “Frankie,” uses striking footage to underscore the absurd fact that the Senate still hasn’t voted on legislation the House passed months ago.

Transcript:

Frankie the Fire Scout: “We all need to do our part to prevent wildfires. So that’s why it’s great that D.C. took action by passing the Fix Our Forests Act through the House, with support from both parties.

*“Now it’s in the Senate where they –
Frankie looks off screen, he’s being told something.*

“Wait, they’re just sitting on it?”

“Ok. Well now we definitely need to do our part. Tell your senator: Pass the Fix Our Forests Act.

“We need the Senate to act. Yeah.”

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