

FOR IMMEDIATE RELEASE



W.S. Badger Joins 300+ Business Leaders Calling on Congress for Climate Action during Largest-Ever Virtual Advocacy Day

LEAD on Climate 2020 had Co-CEO Rebecca Hamilton asking lawmakers to prioritize climate mitigation in COVID-19 economic recovery plans

(Virtual, May 19)--GILSUM, N.H.-- On May 13, W.S. Badger's Co-CEO, Rebecca Hamilton, joined over 300 companies, including more than 120 natural products businesses, for **LEAD on Climate 2020**, the largest-ever virtual call to action asking House and Senate lawmakers on both sides of the aisle to build back a better economy by including resilient, long-term climate solutions into future economic recovery plans. Led by Ceres in partnership with the [Climate Collaborative](#), companies sounded the alarm that the COVID-19 pandemic is a wake-up call for the looming threat of climate change.

In addition to [Badger](#), representatives from Ben & Jerry's, Dr. Bronner's, KeHE, Numi Tea, Stonyfield, Clif Bar, ReVision Energy, Seventh Generation, and a cross-section of businesses representing every sector of the economy participated in meetings with 88 Congressional offices.

The [330+ companies](#), which collectively represent combined annual revenues of more than \$900 billion, and a market valuation of nearly \$11.3 trillion, called for an accelerated transition to a net-zero emission economy by 2050 or sooner through investments in more resilient infrastructure, effective climate solutions, and carbon pricing.

"This is an incredible time to be having this conversation. The pandemic, as terrible as it has been, has forced businesses to be remarkably creative in order to survive. And even with that, many businesses will not make it. Right now, at this moment, we have a unique opportunity to reshape the economy that will follow. Climate action is where we need to focus economic policy reform so that we're supporting businesses that will create a better future for the next generation and our environment," said **Rebecca Hamilton**, Badger's Co-CEO and second-generation family owner.



Roof-mount solar array installation underway at Badger's headquarters in Gilsum, NH.

In December of 2019, Badger made a formal commitment to reach net-zero emissions by 2030. As part of that pledge, the Company has begun installing a 1,400-panel roof and ground-mount solar array at its manufacturing facility to become powered solely by renewable energy.

Hamilton goes on to say, "Onsite solar will only compensate for a fraction of our impact. The real true impact is in our agricultural supply chain. We're too small to change an entire supply

chain on our own. We need help. We believe that businesses can do more good than harm...but to get there, we need an entire reframing of the economy and business as we know it.”

“Policymakers must ensure that the decisions that are being taken today to rebuild our economy also factor in the dire climate consequences that are not too far behind,” said **Mindy Lubber**, Ceres CEO and President. “They have the potential to reshape a new resilient economy in fundamental ways that prevent the next climate-fueled crisis. We, along with hundreds of companies and investors, are counting on them to LEAD on Climate and accelerate the just transition to a net-zero emissions future.”

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About Badger

Badger is a family-run and family-friendly company that has been making healthy products for people and the planet since 1995. It was twenty-four years ago that company founder Bill Whyte, a carpenter at the time, created a single, simple balm. Today, Rebecca Hamilton and Emily Schwerin-Whyte, second-generation family owners and sister CEOs, are at the helm of a global business with over one hundred natural and certified organic personal care products—from award-winning reef-friendly mineral sunscreens to lip and body balms, hair oils, and bug repellents. Badger’s unique company philosophy, pioneering family-friendly benefits, and B Corp community engagement has earned it numerous awards and recognition, including New Hampshire’s Business of the Year 2019, and landing a spot on Forbes’ Small Giants list.

Badger became a Certified B Corporation in 2011, and in 2015 was one of New Hampshire’s first businesses to register legally as a Benefit Corporation, a for-profit status that incorporates the pursuit of positive environmental and social impact in addition to profit. For more information, visit Badger at badgerbalm.com and follow on [Facebook](#), [Twitter](#), and [Instagram](#)