**Final NPR-A Rules MoC Message Guidance + Social Toolkit**

**Topline Messaging:**

* Today, President Biden is leading the way by announcing new protections for a record 13 million acres of America’s Western Arctic, taking a historic leap forward on climate and conservation. This action answers the call from congressional champions to permanently protect this unique natural area from the threat of unchecked oil & gas drilling and is another important step to cementing President Biden’s climate and conservation legacy.
* President Biden’s action will help protect sacred lands that are the home of Indigenous communities who live a subsistence lifestyle in harmony with America’s largest caribou herd as well as take a massive step forward in combating the climate crisis.
* Protecting America’s Arctic presents an unparalleled opportunity to safeguard public lands and wildlife on an unprecedented scale, meet our nation’s climate commitments, and sustain biodiversity and Indigenous Peoples’ subsistence way of life for generations to come.
* Already, these landscapes are ground zero for climate change, with temperatures rising four times faster than the rest of the planet. Protecting America’s Arctic is the foundation for effective climate action, as the Arctic landscape absorbs and holds carbon in the land, water, and permafrost. Any oil and gas development will be a disaster for wildlife, native communities, and our climate.
* Some Big Oil CEOs are determined to lay claim to every ounce of oil and gas in the Western Arctic, regardless of the consequences to who lives on the land or to our climate.
* With this rule, the President is fighting back and prioritizing protecting America’s Western Arctic, the communities and wildlife that live there, and our climate instead of the profits of a handful of oil executives.
* By continuing to take this and other critical steps to protect America’s Arctic, President Biden can help secure his legacy as the President who put America’s people, our special places, and our climate first.

**Sample Social + Resources:**

**Handles to Tag:** @POTUS | @Interior

**Social to RT/Amplify:** @LCVoters

**Hashtags:** #PublicLands

* BREAKING: @POTUS & @Interior’s new rules provide historic protections for 13 million acres in America’s Western Arctic.

This is a big step forward to safeguard #PublicLands & wildlife, combat the climate crisis & sustain biodiversity & Indigenous people’s subsistence way of life.

* America’s Arctic is an unparalleled opportunity to protect #PublicLands, combat the climate crisis, & sustain vital biodiversity.

I’m thrilled to see @POTUS & @Interior’s final rule to help protect 13 million acres in the Western Arctic - this is huge for climate & conservation.

* BIG: @POTUS & @Interior announced historic protections for 13 million acres of America’s Arctic, a vast, culturally & biologically rich area.

These new rules will safeguard Indigenous peoples’ food security, cultural traditions, & make the lands more resilient to climate change.

* NEW: @POTUS & @Interior announced protections for 13 million acres in America’s Western Arctic.

This is huge for climate & conservation! I’ll keep working to permanently protect the Arctic, combat the climate crisis, & safeguard lands stewarded by Indigenous peoples for millennia.

* Some Big Oil CEOs are determined to claim every ounce of oil & gas in the Western Arctic, regardless of consequences to who lives on the land or our climate.

Thankfully, @POTUS & @Interior announced new protections for 13 million acres of America’s Western Arctic. This is huge.

**Graphics:**

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