

**LOVE THY CLIMATE  
AS THYSELF**

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**IN CLIMATE SCIENCE  
WE TRUST**

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## **FOR IMMEDIATE RELEASE**

### **Boston-Area Billboards Counter Trump Administration's Efforts to Undermine Climate Science**

#### **Class Action Art Collective, Recipients of an Art of Science Rising Grant from the Union of Concerned Scientists, Sends a Powerful Message to Massachusetts Drivers**

BOSTON MA (April 1, 2019) Two digital billboards promoting science, religion and patriotism went up today near Methuen and Canton, Mass., along Interstates 93 and 95, respectively. The billboards are part of a nationwide campaign by Class Action, a collective of five graphic designers awarded a \$10,000 grant from the Union of Concerned Scientists' (UCS) Art for Science Rising initiative. Last fall, the group designed a series of billboards and sidewalk stencils on the same topic in Connecticut, Florida, Indiana and Washington, D.C.

Featuring red and blue sans-serif letters on a stark white background, the billboards read: 'IN CLIMATE SCIENCE WE TRUST' and 'LOVE THY CLIMATE AS THYSELF.' According to the design collective, they are meant to counter the Trump administration's efforts to undermine science and dispel the widely held perception that science and faith are incompatible.

"Our project confronts the current administration's policies that have sidelined science," said the Class Action designers, who work and prefer to speak collectively. "Science, religion and patriotism can peacefully co-exist, despite what politicians and pundits may lead you to believe.

"These billboards remind us all that we can support science while still maintaining spiritual and patriotic beliefs," they added. "They call on motorists to advocate for climate action and urge their elected officials to do the same."

The billboards will be on display April 1 — April 28 to coincide with Easter, Earth Day and, for New Englanders, Patriot's Day.

Boston-based Outfront Media provided the billboard and production services at a reduced rate.

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Class Action creates public messages to influence the way issues are understood and to motivate audiences to participate in civic dialogue. Merging methods of political art with mass communication strategies of graphic design and advertising, in work spanning two decades, this group has addressed social change in areas ranging from domestic violence to reproductive rights, AIDS awareness, gun violence and teen pregnancy. Founded by graduate students at the Yale School of Art in 1992, Class Action has received local, national and international recognition for its work. The five members of Class Action teach at prominent institutions and run design studio practices.

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Contact: [info@classactioncollective.org](mailto:info@classactioncollective.org)

Pamela Hovland @ 203.451.2266

Jacqueline Thaw @ 917.679.2866

More info at: [classactioncollective.org](http://classactioncollective.org)

[ucsusa.org](http://ucsusa.org)