

# CLIMATE CULTURA

**FOR IMMEDIATE RELEASE**

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## **Generation180 and Climate Power En Acción Launch Climate Cultura: Arizona**

*Collaboration will Amplify Latino Storytelling to Inspire Local Climate Action*

**Charlottesville, VA and Phoenix, AZ** – Generation180, the national nonprofit inspiring individual clean energy action, is launching the next iteration of [Climate Cultura](#) in Phoenix – a paid program (Jan. 31-Feb. 1) for Latino creatives across Arizona. In partnership with [Climate Power En Acción](#) and local Arizona-based organizations, this program will bring together Latino filmmakers, influencers, comedians, and artists – even if they don't yet have expertise in climate or energy – and train them as clean-energy leaders sharing success stories in and about their communities.

This cohort is made up of 11 creative professionals based in Phoenix, which enjoys a diverse community of artists, and where both Generation180 and Climate Power En Acción have campaigns working to popularize clean energy solutions.

The new fellows include ([see their bios on the Climate Cultura website](#)):

1. [Jay Alexaa](#), content creator, radio personality, and political advocate
2. [Marco Antonio “Tony” Arias](#), radio broadcaster
3. [Fabiola Miranda Bedoya](#), Tucson-based storyteller and climate advocate
4. [Elyssa Bustamante](#), event producer, host, curator, Funky Latina Music Festival founder
5. [Kathy Cano-Murillo](#), artist, author, TV personality, and founder of CraftyChica®
6. [Hector “Yeux” Castellanos](#), multidisciplinary artist and community organizer
7. [Ayling Dominguez](#), poet, educator, and community artist
8. [Luis Galilei](#), content creator
9. [Joel Farias Godinez Jr.](#), image maker, specializing in crafting video and photos
10. [Keila Gonzalez](#), creative using design, fashion, and community
11. [Vanessa Santos](#), business + cultural architect

“We are delighted to work with these incredibly talented artists to tap into the power of storytelling, culture, and community and shift the climate conversation. In Arizona, Latino creatives understand how rising heat and energy costs show up in everyday life and how local clean energy solutions can turn community hopes into real action,” said **Esteban Gast, Comedian-in-Residence, Generation180**.

First launched by Generation180 in 2024, Climate Cultura was created to mobilize Latino creatives as “clean energy ambassadors,” providing training, community, and support to craft

fresh climate content, share local success stories, and inspire action. This Arizona cohort will gather for in-person training led by Generation180's Comedian-in-Residence, Esteban Gast, who brings a background in stand-up comedy and education – helping make clean energy and climate resilience more approachable and engaging.

Throughout the program, participants will engage in:

- Interactive training from local climate leaders, organizers, and clean energy experts.
- A “writers’ room” workshop to develop creative ideas rooted in community experiences.
- Relationships with local advocates and organizations for long-term partnerships on and offline, for local clean energy solutions.
- Creating action plans for engaging their community through events and social media.

“Arizona is on the frontlines of extreme heat and rising energy bills, and our communities deserve storytellers who can speak to these realities with honesty and heart,” said **Elice Rojas-Cruz, Managing Director at Climate Power En Acción**. “Climate Cultura gives Latino creatives the support to turn lived experience into action – inspiring their audiences to demand solutions and build a healthier, more resilient future for all Arizonans.”

“Latino communities are already leading on climate solutions, and this partnership helps make that leadership more visible,” said **Stuart Gardner, Executive Director of Generation180**. “By training Arizona creatives about clean energy and building local community, we’re ensuring that the people most affected by rising heat and high energy costs are also the ones shaping the narrative – with pride, creativity, and cultural power.”

**Want to see last year’s work?** [Visit Generation180’s website](#) to explore original videos and creative projects from Climate Cultura – including short films, art pieces, and storytelling.

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### **About Generation180**

Generation180 is a national nonprofit organization working to inspire and equip people to take action on clean energy in their homes and communities. We lead national education campaigns to electrify homes, buildings, and transportation – the biggest sources of carbon emissions.

**Climate Cultura** is one of Generation180’s creative partnerships with artists and storytellers, as we work to change the climate narrative from gloom and doom to “We Got This!” and give people meaningful ways to take action toward a cleaner, healthier, and more equitable energy future. Climate Cultura is a paid program from Generation180 that trains Latino creatives – including filmmakers, writers, artists, comedians, and influencers – to become ambassadors for clean energy. Through storytelling, community connection, and culturally grounded content, the program seeks to elevate Latine voices, share climate solutions in everyday language, and inspire real-world action.

### **About Climate Power En Acción**

Climate Power En Acción is a project of Climate Power focused on running a strong earned and paid media political communications operation, cemented on tailored research, polling, and creative products driving the national and local climate narrative for Latinos. The project aims to support a green economy transition and cement climate progress for future generations.

