

FOR IMMEDIATE RELEASE

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NEW PROJECT HIGHLIGHTS HUMAN TOLL OF FRACKING IN CA

CEL Climate Lab and Grist launch new multimedia storytelling project featuring stories from people and communities on the front lines of fracking

BERKELEY, CA (October 22, 2014)— Today, [Citizen Engagement Lab's](#) (CEL) Climate Lab, in partnership with leading online environmental publication [Grist](#), launched [FACES OF FRACKING](#) -- a deep journalistic investigation into the impact of fracking on the people and places of California. An ongoing collection of stories, written by journalist Tara Lohan and photographed by Sarah Craig, *FACES OF FRACKING* uses a combination of media forms to profile individuals and communities on the front lines of fracking, and those engaged in the grassroots movement against it.

Thousands of wells have already been fracked across California and for years the practice has operated behind closed doors with little, if any, regulation. Recognizing the complex and often technical nature of the statewide and national conversation around extreme oil and gas extraction, Lohan and Craig set out on a mission to help deepen society's understanding of the human and environmental risks associated with extreme extraction techniques.

"Fracking is an incredibly important story, in California and the rest of the country," said Andrew Simon of Grist. "We loved that CEL Climate Lab wanted to cover the topic with community-focused reporting and rich, multimedia storytelling."

FACES OF FRACKING is offering its media content, in both English and Spanish, for reprint by outside news publications at no cost. All content to date; including written profiles and photos of each subject, a short accompanying audio clip, and a data visualization component that offers visitors an in-depth look at how the impacts of fracking are being felt in California, are housed at www.facesoffracking.org.

"With the multimedia format we've developed, featuring not just written content, but also audio and photography -- we hope to help engage people with different media consumption habits and allow these important stories to be heard far and wide," remarked Lohan.

GRIST will publish each story in the collection at grist.org and more stories will be released in the coming weeks. The *FACES OF FRACKING* photo library is available for download on [FLICKR](#), royalty-free for media and organizations, under a Creative Commons license.

For more information download our [Digital Press Kit](#).

For interviews with the team behind *FACES OF FRACKING* or any of our story subjects, please contact Tara Lohan at tara.lohan@engagementlab.org

ABOUT CEL CLIMATE LAB: The CEL Climate Lab is a division of Citizen Engagement Lab (CEL) focused on climate and energy issues. Founded in 2008, CEL is a home for people and projects working to shift culture and transform society. We support individuals and organizations that use technology-fueled approaches to close the gap between the world we live in and the more just and equal world most of us want. Learn more at engagementlab.org or follow us on twitter [@engagementlab](https://twitter.com/engagementlab)

ABOUT GRIST: Grist is an independent nonprofit media organization that shapes the country's environmental conversations, making green second nature for our monthly audience of 2,000,000 and growing. We reach the next generation by cutting through the noise to connect big issues like climate change to daily life, and by spotlighting the people and ideas leading us to a more sustainable future. (Also by posting videos of baby animals ... hey, we're only human.) Founded in 1999, Grist has been featured by media including The New York Times, The Washington Post, NBC's Today, and TIME, and has won many prestigious awards for its pioneering media work. Learn more at grist.org