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AVATAR: THE LAST AIRBENDER FANS JOIN WATER PROTECTORS FOR ATLA-INSPIRED #STOPLINE3 GRASSROOTS CAMPAIGN

Long ago, the Earth lived in harmony. Everything changed when the fossil fuel industry attacked.

Aug. 24, 2021 -- Avatar the Last Airbender was the rewatch smash hit of 2020 - and now fans are using inspiration from the show to tell lawmakers to [#StopLine3](#). [Fandom Forward](#), in partnership with [Honor the Earth](#) and [A Tribe Called Geek](#), is organizing fans to contact lawmakers, organize friends and family, and join indigenous Water Protectors on the front lines.

“The work of the Water Protectors is essential, especially when the world needs to come together to meet the climate crisis,” says Fandom Forward Co-Managing Director Katie Bowers. “Avatar is huge right now, from classic rewatches to the new Netflix series to novels, podcasts and more. When so many fans are watching a series about balance with the natural world, that cultural energy presents a huge opportunity to bring more people together to protect our water and stop line 3.”

In “Avatar: The Last Airbender”, there is an episode in season 3 called “The Painted Lady”. As Team Avatar enters the imperial Fire Nation, they come across a rivertown named Jang Hui, where the people are starving as a result of a nearby military factory dumping waste into the waterway, disrupting the ecosystem and killing the local food source. When the government fails to protect the water and its people, the young people on Team Avatar, guided by Katara’s compassion, take action.

Avatar fans can’t help but notice the similarities between this iconic episode and what is happening along the U.S. and Canada border in Minnesota.

If construction for Enbridge’s new Line 3 continues, it is expected that operation will begin later this year. Once finished, it will be one of the largest crude oil pipelines in the world. The new line will not only violate indigenous sovereignty (it runs through [treaty territory](#) guaranteed by the Anishinaabeg people) but will also threaten access to safe and clean water for millions of people. Scientists have warned that the pipeline would expand production of tar sands oil, one

of the dirtiest fossil fuels, carrying the carbon impact of 50 coal plants in the midst of the climate crisis. Locally, the old Line 3 pipeline was responsible for the largest inland oil spill in US history, when 1.7 million gallons of crude oil spilled into the Prairie River, a tributary of the Mississippi.

Fans can get involved by visiting fandomforward.org/stopline3, where they will find four actions:

1. **Join Fans #StopLine3 on September 2nd at 8 PM Eastern.** Fandom Forward will kick off with a livetweet of The Painted Lady, then join [A Tribe Called Geek](#) to lead a livestream where fans will take hundreds of actions together! [Sign up here.](#)
2. [Demand](#) President Biden put a stop to Line 3's construction.
3. Tell your friends about Stop Line 3 and ask that they spread awareness, too! You can see some sample tweets and find images to use at the bottom of [our action center](#).
4. If you can, come to the front lines and participate in direct action. You can find out more about on the ground action and how to get involved [here](#).

Honor the Earth and Fandom Forward are no strangers to creative, grassroots activism. Honor the Earth uses music, the arts, the media, and Indigenous wisdom to develop resources for Native communities, and has re-granted over two million dollars to over 200 Native American communities. At Fandom Forward, they have used beloved stories like Avatar, Marvel, Wonder Woman, Harry Potter, The Hunger Games and more to mobilize thousands of fans to action. Over the last year, they have helped over 100,000 first-time voters make their voices heard, trained over 2,000 emerging activists, and last month helped fans take 475 actions to oppose anti-transgender bills in states across the U.S.

To learn more about what's going on and how fans are taking action, [click here](#).

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ABOUT FANDOM FORWARD

Formerly The Harry Potter Alliance, Fandom Forward is a 501(c)3 nonprofit that uses the power of popular culture and story to make activism accessible and sustainable for fans. In short, we turn fans into heroes. To see full social impact results, please click [here](#).

ABOUT HONOR THE EARTH

Established in 1993 and based out of Minnesota, Honor the Earth is a 501(c)3 nonprofit organization that focuses on raising awareness and gaining support for Indigenous environmental issues. Our mission is to create awareness and support for Native environmental issues and to develop needed financial and political resources for the survival of sustainable Native communities. Honor the Earth develops these resources by using music, the arts, the

media, and Indigenous wisdom to ask people to recognize our joint dependency on the Earth and be a voice for those not heard. To learn more, please click [here](#).