

Visual	Audio	Backup
<p>B-roll of a family. Kid with inhaler/ventilator. In background, on walls, creeping around, is the word: “Mercury”</p>	<p>They can’t see it.</p> <p>But they sure feel its effects – asthma attacks. Birth defects. Even heart attacks.</p>	<p>EPA: Nationwide these standards will “prevent as many as 11,000 premature deaths, 4,700 heart attacks, and 130,000 asthma attacks each year.” [EPA, Mercury and Air Toxics Standards in North Carolina]</p> <p>Mercury pollution has been linked to birth defects, threatens fetal brain development. According to the Union of Concerned Scientists, “While the EPA took steps to reduce mercury emissions, they had never set any national limits on the amount of these hazardous pollutants that come from power plants, until now. Even in small amounts, these pollutants are linked to health problems such as cancer, heart disease, neurological damage, birth defects, asthma attacks, and even premature death. ... Mercury is a potent neurotoxin that poses a threat to fetal and infant brain development, ultimately affecting a child’s ability to walk, talk, and learn.” [Union of Concerned Scientists, 12/21/11]</p> <p>According to the EPA, “Toxic air pollutants like mercury -- a neurotoxin -- can damage children’s developing brains, reducing their IQ and their ability to learn.” [EPA, Mercury and Air Toxics Standards in North Carolina]</p>
<p>The letters of “Mercury” are somewhat clear/transparent, then as each scene progresses, it becomes darker and more visible.</p>	<p>Mercury pollution.</p>	
<p>B-roll of Kay Hagan. Super: Kay Hagan. Joined with Members of Both Parties. B-roll of polluting factories. Super: Kay Hagan. Voted for Protections Against Mercury Pollution.</p> <p>CITE: [Senate Vote 72, 3/22/13; Senate Vote 139, 6/20/12; Senate Vote 30, 3/8/12]</p>	<p>So Kay Hagan stood up -- with members of both parties – for commonsense protections to reduce mercury pollution.</p>	<p>Hagan repeatedly voted with members of both parties to defend EPA safeguards against mercury pollution. Hagan has consistently voted to defend Environmental Protection Agency safeguards that will reduce dangerous mercury pollution from power plants and industrial boilers. Republican Senators voted with Hagan on each of these measures. [Senate Vote 72, 3/22/13; Senate Vote 139, 6/20/12; Senate Vote 30, 3/8/12]</p>

<p>B-roll of family, children. Super: Prevent “up to 11,000 premature deaths, 4,700 heart attacks and 130,000 asthma attacks.”</p> <p>SOURCE: “Estimated Annual Number of Adverse Health Effects Avoided Due to Implementing the MATS,” Environmental Protection Agency</p>	<p>Protections that will prevent thousands of premature deaths and heart attacks, and over a hundred thousand asthma attacks – each year.</p>	<p>EPA: Nationwide these standards will “avert up to 11,000 premature deaths, 4,700 heart attacks and 130,000 asthma attacks every year.” [EPA, “Estimated Annual Number of Adverse Health Effects Avoided Due to Implementing the MATS”]</p> <p>According to the EPA, the mercury standards for power plants alone “will prevent up to 480 premature deaths in North Carolina while creating up to \$3.9 billion in health benefits in 2016.” [EPA, Mercury and Air Toxics Standards in North Carolina]</p> <p>These EPA safeguards will clean up North Carolina’s dirtiest power plants, such as plants in Wilmington, Belews Creek, Cliffside, Belmont, Terrell, Arden, Goldsboro, Roxboro, and Semora. [EPA, Power Plants Likely Covered by the Toxics Rule]</p> <p>According to a 2011 report by Environment America, North Carolina has the eighth-highest levels of mercury pollution from power plants in the U.S. [Environment America, January 2011]</p>
<p>B-roll of Kay Hagan or families in a park. Super: Call Senator Hagan. (919) 856-4630. Thank Her for Voting for Commonsense Protections Against Mercury Pollution. Paid for by the League of Conservation Voters.</p>	<p>Call Senator Hagan. Thank her for voting to protect us from mercury pollution.</p>	