



America's wildlife and wild places are part of who we are. From the landscapes that shaped our history to the animals who call them home, protecting the natural world has long been a shared responsibility.

In the new PSA **Eye to Eye**, Defenders of Wildlife speaks to that common ground. The spot acknowledges a divided moment, but reminds viewers that our connection to wildlife and wild places still unites us. As animals face extinction and habitats disappear, the consequences affect everyone, regardless of perspective. **Eye to Eye** moves beyond politics to a simple truth, when it comes to protecting what we share, there is only right and wrong.

Airing this PSA offers audiences a powerful, nonpartisan message rooted in heritage, stewardship, and collective responsibility while highlighting Defenders of Wildlife's more than 75 years of standing up for America's lands and animals. Download and share today.

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