United By Nature Launches Campaign Rallying Americans to Eliminate Megafires

New Hot Sauces Benefit Forest Restoration and Encourage Investments in Solutions



United By Nature: Fight Fire With Flavor

WASHINGTON, DC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Today, United By Nature announced Fight Fire With Flavor, a national campaign inviting Americans to take action against megafires, one of the country's urgent environmental challenges.

This culture-first campaign pairs a limited-edition collection of three hot sauces with a public engagement effort calling for smarter wildfire prevention, healthier forests, and stronger action from elected leaders. Leveraging the appeal of food and sports, this modern conservation movement makes a daunting issue easier to spark conversation and collective action.

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>
> *Benji Backer, United By Nature's founder and CEO*

"We're not asking people to solve the wildfire crisis on their own; we're asking them to join thousands of others in putting the heat on leaders to invest in solutions we already know work," said Benji Backer, United By Nature's founder and CEO. "Conservation grows when it's accessible, fun, and something people want to be part of. We can't afford to let these megafires increase year over year, so we're making it easier with hot sauce you can bring to the dinner table and a simple petition to leaders that everyone can get behind."

Wildfires are becoming larger, more destructive, and more expensive. Hotter temperatures and longer droughts increase risk, but 85% of wildfires are still started by human activity (National Park Service), making prevention just as critical as emergency response.

“Megafires are reshaping how we live, work, and breathe, but this crisis is solvable,” Matt Weiner, co-founder and CEO of Megafire Action. “We believe that if we match the scale of the challenge with focus and investment in proactive solutions, we can build a future with healthier landscapes and more resilient communities.”

Developed in partnership with Secret Aardvark, a popular Portland-based hot sauce company, the collection features three distinct sauces. Each sauce spotlights a proven wildfire solution, with 100% of proceeds directly supporting a different nonprofit partner’s wildfire prevention and forest restoration efforts:
- Smoke Signal makes the case for early detection and real community preparedness: hardened homes, solid emergency plans, clear evacuation routes. Proceeds will go toward Sustainable Northwest to fund community-led initiatives that advance forest health, community preparedness, and recovery.
- Good Fire focuses on putting ecosystems back in balance and supporting prescribed burns, because healthy forests depend on fire used intentionally and responsibly. Proceeds will go toward American Forests to fund forest restoration, reforestation, and preventative prescribed burn programs.
- Mega Fire highlights the people who are putting their lives on the line to fight catastrophic fires and save our forests. Proceeds will go toward Wildland Firefighter Foundation to support families of firefighters and those on the ground helping protect forests and communities.

Together, the sauces represent a simple idea: the recipe for healthier forests and safer communities isn’t one solution; it requires action before, during, and long after the flames are out.

While the Pacific Northwest and parts of the Intermountain West bear the brunt and remain the nation's wildfire frontline this year, fire risk is spreading to new communities. Today, one-third of the U.S. population, over 115 million Americans, lives in counties at high risk from wildfire (Wildfire Risk). Protecting forests and investing in resilience is a national priority, not just a regional one.

“Wildfire is one of the defining challenges threatening our forests and communities, but there are solutions and we need more Americans engaged in making them a priority,” said Hilary Franz, president and CEO of American Forests. “Fight Fire With Flavor is a creative way to bring people together around an issue that affects us all, while directly supporting the restoration and prevention work our forests urgently need. We’re grateful to work alongside these incredible organizations and put every dollar raised to work building healthier, more resilient forests for generations to come.”

Fight Fire With Flavor will hit the road this fall, bringing activations directly to outdoor enthusiasts and sports fans at three college football weekends: University of Washington in Seattle on September 12, University of Oregon in Eugene on September 18, and University of Montana in Missoula on October 3. At each stop, fans can sample the sauces, sign the wildfire petition, meet

campaign ambassadors, and learn how simple actions can help build healthier forests and more resilient communities.

Americans can sign a petition urging leaders to take action, purchase a bottle of hot sauce benefiting nonprofits' wildfire prevention and forest restoration, and join the conversation on social media by posting the #FightFireWithFlavor hashtag. Each petition submission and purchase enters a contest to win a trip to a US forest or free hot sauce. To follow along and participate, visit the campaign website.

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About American Forests

For more than 150 years, American Forests has led transformative initiatives to protect and restore forests, end the wildfire crisis, and ensure tree canopy so that every community can have clean air and water, cool shade, and be safe and healthy. Learn more at americanforests.org.

About Megafire Action

Megafire Action is the leading non-profit advocacy organization dedicated to the fundamental shift in policy, practice, and technology needed to prevent catastrophic megafires and protect American communities and landscapes. Learn more at megafire.org.

About Sustainable Northwest

Sustainable Northwest partners with communities throughout the Northwest on projects that promote smart water use, clean energy, and healthy forests, farms, and ranches. They bring people, ideas, and innovation together so that nature, local economies, and rural communities can thrive. Learn more at sustainablenorthwest.org.

About United By Nature

United By Nature, powered by Nature Is Nonpartisan, is a nonprofit building the next generation of America's conservation movement. Through fun, accessible, and gamified experiences, people of all backgrounds can take meaningful action to protect the outdoors they love. Learn more at unitedbynature.eco.

About Wildland Firefighter Foundation

Wildland Firefighter Foundation is dedicated to supporting the brave men and women who risk their lives to protect forests, homes, and communities. They honor, support, and assist wildland firefighters and their families through financial aid, physical and emotional support, advocacy, and community. Learn more at wffoundation.org.

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