



We breathe it out, so it must be OK

Posted by [Yankee](#) on May 18, 2006 - 1:15pm

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Yesterday [Treehugger](#) (via [Think Progress](#)) noted that the [Competitive Enterprise Institute](#) is releasing two new 60-second ads aimed at countering scientific claims about global warming. This is, of course, timed to coincide with the release of [An Inconvenient Truth](#), Al Gore's movie about global warming.

Today, [Treehugger reports](#) that they finally got around to [watching the ads](#), and then they write:

we thought we would look at them to see if they could be parodied, but they cannot, they are already parodies. It is as if they hired Jon Stewart to put them together, because they are truly the funniest thing we have seen in weeks.

I couldn't agree more (and apparently, neither can [Gristmill](#).) I have to say that my personal favorite scene—featured in both ads—is when they show a shot of absurdly over-neoned Times Square at night while the voice-over explains how we need fossil fuels to "light up our lives". Oh yeah, this is good stuff. Go take a look.

And let us know if you've actually seen these ads on TV. The CEI website says they'll be airing in 14 U.S. cities from May 18 to May 28, 2006. I'd be curious to know which cities those are.



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