



DOERS Video Campaign
"El Segundo Blue" [CA Version]
0:30 seconds

NARRATOR: This is a story about DOERS, wings, and neighbors.

When you're creating the energy that keeps DOERS doing, you can't lose sight of the bigger picture.

Like in '75, a hiker found endangered butterflies near Chevron's El Segundo refinery.

STEVE: An El Segundo Blue.

NARRATOR: In El Segundo? What're the odds?

When these DOERS heard about the colony in their backyard, they protected the habitat, and planted the only thing they eat...buckwheat.

Picky.

CHEVRON WORKER: And we keep plantin' it.

NARRATOR: DOERS. Finding better ways to do what they do, to keep El Segundo doin'.

Even for our littlest neighbors.

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