



ForestEthics launches Save the Sierra campaign

The forests of the Sierra Nevada Mountains, one of the California's greatest natural resources, have been decimated by Sierra Pacific Industries (SPI), which has clearcut hundreds of thousands of acres and has plans to clearcut a million more. On April 13, [we launched a "Save the Sierra" campaign](#) against SPI, with over 70 actions nationwide. The

protests were covered by major press outlets across Northern California, including the [San Francisco Chronicle](#). The launch of the campaign also included a new website, [savethesierra.org](#).

Report: Intact forests vital to fighting global warming

As the debate over how best to address global warming rages, one critical factor is often overlooked: the enormous role that forests, which absorb carbon dioxide from pollution, play in combating climate change. On March 13, [ForestEthics released a report](#) which details how logging Canada's Boreal Forest is escalating carbon dioxide emissions and contributing to global warming. The report was followed by a backlash from FOX News, which referenced a scientific report which they claimed proved that cutting Boreal forests was good for global warming—a report which was [quickly repudiated by the study's own scientist](#).



ForestEthics serves catalog industry with "eviction notice"

Following the [victory in our "Victoria's Dirty Secret" campaign](#) last December, we turned up the pressure on the rest of the industry by [serving major companies with an "eviction notice"](#) to get out of Endangered Forests. The over 80 actions nationwide got the attention of several key corporations, including J. Crew, J.C. Penney, and Sears, all of whom called us to set up meetings to discuss our demands.



Battle to save mountain caribou intensifies

Fewer than 1,900 of the mountain caribou species remain, and all of them depend on the Inland Temperate Rainforest of British Columbia for their survival. With key government decisions expected soon, ForestEthics intensified the battle to save the mountain caribou's habitat by [generating over 12,000 emails to the Premier](#);

convincing over 900 businesses to sign a support letter; and [releasing a YouTube video](#) which was covered by media outlets across Canada, including the [Vancouver Sun](#) and [CBC News](#).

Keeping an historic agreement on track

On February 7, 2006, [the government of British Columbia committed to a plan](#) that ForestEthics had championed for five years, protecting five million acres of the Great Bear Rainforest from logging and approving a new, lighter-touch form of sustainable logging. Since then we've worked to keep the agreement on track, launching a [new website that tracks government progress](#) toward implementation goals and gaining coverage in [The Globe and Mail](#). ForestEthics was also [awarded World Wildlife Fund's "Gift to the Earth"](#) for our work in protecting the Great Bear Rainforest.

