

ForestEthics

ForestEthics' Tzeporah Berman spoke at Bioneers this fall, calling on people to hold corporations accountable to save forests and fight global warming.

[>Read the New York Times article](#)

[>Listen to an mp3 of the speech](#)



In August ForestEthics released a report revealing that 26 major publications including Rolling Stone and USA Today refused to run an advertisement critical of Victoria's Secret. The ad called out Victoria's Secret for destroying Endangered Forests, stating "by printing over a million catalogs a day, mostly on non-recycled paper, Victoria's Secret is destroying North America's Great Boreal Forest—one of our first lines of defense against global warming."

[>Read the press release](#)

Performance artist and cultural icon Reverend Billy preached and strutted in a circus tent this fall, spreading the word about ForestEthics' Victoria's Dirty Secret campaign. His show, located in New York City, featured preaching and singing about Victoria's Secret's destruction of the Boreal Forest. Reverend Billy has been touring the nation with his choir of Stop Shopping to spread the message of anti-consumerism, and he has been working with ForestEthics on the Victoria's Secret campaign.



[>Read the Village Voice Article](#)