



On December 6, 2006, ForestEthics and Victoria's Secret announced a landmark agreement, putting an end to the public phase of our two-year campaign. Victoria's Secret signed a new paper contract, and now we're working with them on implementing their new policies.

>Read the [U.S.](#) and [Canadian](#) press releases.

The Victoria's Secret announcement earned ForestEthics over 120 news articles, including coverage by the [Wall Street Journal](#), [Washington Post](#), and the front page of the [San Francisco Chronicle](#). The announcement was also covered by television and radio, including CNN Headline News, [American Public Media's Marketplace](#), and [Air America's Eco Talk](#).

Just days before we announced the agreement with Victoria's Secret, our campaign website [victoriadirtysecret.net](#) hit over a million unique visitors. The site had been turning up as the second item on the list of results in Google searches for Victoria's Secret for almost a year.

Since the Victoria's Secret announcement, ForestEthics and Victoria's Secret have been working together to pressure government and industry to help protect Endangered Forests. In January Tzporah Berman and Limited Brands Senior Vice President Tom Katzenmeyer went to Toronto to tell government officials that while Limited is interested in sourcing paper from Toronto, if the paper there is not up to Limited Brands' environmental standards, they won't buy it.

>[Read about their visit in the Globe and Mail](#)

The \$120 million initiative to protect the Great Bear Rainforest and promote local sustainable business is now complete with the addition of the final \$30 million from the Canadian federal government. This comes nearly a year after the initial Great Bear Agreement, which protected 5 million acres of forest from logging. Merran Smith was featured in front-page stories, radio interviews and TV features across Canada.

>[Read the front-page Globe and Mail article](#)

>[Read the Canadian Press article](#)

>[Read the CBC article](#)



We've had three more good profile pieces on our staff:

Todd Paglia was featured in the [San Francisco Business Times](#) in January.

Aaron Sanger had a feature in Spanish in [QuePasa](#) and in English in the [Santiago Times](#) in January.

And the cover article of the December issue of [Shared Vision](#) was about Tzporah Berman.