



ForestEthics' Tzeborah Berman hits the red carpet to talk green issues

Adrian Grenier, Vanessa A. Williams, Sharon Lawrence, and Paris Hilton were just some of the [stars who attended a screening](#) of Leonardo DiCaprio's new environmental documentary "The 11th Hour" with prominent Canadian forest activist Tzeborah Berman, co-founder of ForestEthics. [Tzeborah is one of the experts interviewed in the film](#), explaining that the last of the world's forests are severely threatened, with logging in Canada alone contributing as many greenhouse gas emissions as all of the cars on the road in California.

Campaign to reform catalog industry heats up

"Candace the Caribou," a costumed activist representing a caribou evicted from its Canadian forest habitat due to logging, [led a summer tour of activist protests](#) across the country. The demonstrations spotlighted the enormous role that forests play in protecting us from global warming, and took place at the retail locations of several major companies engaged in forest destruction to make catalogs, including J. Crew, Eddie Bauer, JC Penney and Crate & Barrel. The tour [wound up at the State Street location of Sears in Chicago](#), where forty activists warned the Sears Holding Company to clean up its catalog production or face nationwide protests.



Almost 700 businesses rally to save mountain caribou

ForestEthics led an initiative that resulted in [700 businesses signing on to a letter urging the Premier of British Columbia](#), Gordon Campbell, to ensure greater habitat protection for BC's endangered mountain caribou. The letter, signed by companies representing hundreds of millions of dollars in annual revenues, urged protection of all mountain caribou habitat identified by the government's caribou science team: millions of acres, less than 10% of which is currently fully protected. The CEOs of both Estee Lauder and Norm Thompson Outfitters spoke out on the issue in addition to signing on to the letter.

ForestEthics takes the lead at Forest Leadership Conference

At the Forest Leadership Conference in Vancouver from May 8-10—the forest industry's annual gathering—ForestEthics proposed an ambitious new conservation agenda and new green business model for the Canadian forest industry, necessary to combat global warming and species loss. The proposal is outlined in a new report, [A Brighter Shade of Green](#), and was detailed in a

[Vancouver Sun article](#). ForestEthics also co-sponsored a luncheon with Tom Katzenmeyer, a Senior Vice President at Limited Brands. [The Vancouver Sun was on hand to profile the talk](#) and spotlight the unique partnership between ForestEthics and Limited, the parent company of Victoria's Secret.

