

ForestEthics launches Do Not Mail campaign

Our Do Not Mail campaign, designed to curb the environmentally devastating and personally invasive impact of junk mail, officially launched on March 11, the five-year anniversary of the creation of the Do Not Call registry. The campaign's new website, www.donotmail.org, features an online petition that has already attracted over 41,000 supporters—including celebrities Leonardo DiCaprio, Adrian Grenier, Darryl Hannah and Alicia Silverstone, [as featured in *The New York Post's* Page 6](#). The campaign was also featured in the [Washington Post](#) and [Grist](#).



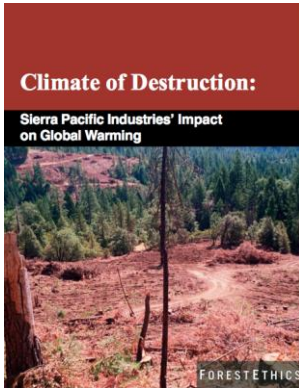
Exposing the "Destructive Side of Sears"

As part of our ongoing efforts to reform the paper practices of Sears, the world's largest catalog producer, we attended the company's Annual General Meeting for shareholders in April. At the meeting we released [a new report, "The Destructive Side of Sears,"](#) which exposes the company's support for unsustainable logging practices that threaten Canada's vulnerable caribou populations. The report also indicates that the company that produces Sears' catalog paper is one of the region's major polluters of air and water. We also held a simultaneous demonstration at a Sears storefront in downtown Chicago.

Ad in *USA Today* spotlights office supply industry

For years, ForestEthics has been transforming the paper practices of the office supply industry. Our successful public campaigns targeting Staples and Office Depot resulted in [record-high production at recycled pulp mills](#), and last year, [our report on the state of the industry](#) resulted in new commitments from Corporate Express and FedEx Kinko's, along with new progress from Staples. On March 31, as paper industry executives gathered for the American Forest & Paper Association's annual convention, we [ran an ad in *USA Today*](#) to highlight the disparity between the leaders and laggards in the industry, revealing OfficeMax to be the worst offender.





Report links Sierra logging company to global warming

As efforts to combat global warming intensify, increasing attention is being focused on the role of deforestation, which accounts for 25% of the carbon emissions caused by human activity. Unsustainable logging practices such as clearcutting are a major culprit—and [a ForestEthics report](#) released on April 9 reveals that Sierra Pacific Industries (SPI), California's largest logging company, filed plans to clearcut a quarter of a million acres between 1997 and 2006. Worse still, the company has plans to clearcut up to another million acres in the next half-century. [Five newspapers across California covered the report.](#)

New Tar Sands Ad exposes environmental truth to U.S. Congress

Oil extraction in the Canadian Tar Sands is the largest industrial project on the planet. It destroys vast swaths of the Boreal Forest, consumes huge amounts of energy and produces three times as much greenhouse gas as conventional oil. To combat a \$25 million PR effort by the Alberta government to greenwash the project, ForestEthics and five other environmental groups ran an ad in *Roll Call*, the newspaper of record on Capitol Hill in Washington, D.C., on April 28. The ad was [spotlighted in The Globe & Mail](#), Canada's national newspaper. In a grim coincidence, just 48 hours later, over 500 migrating ducks lay dying in the toxic lakes created by the Tar Sands, [making international headlines.](#)



Canada [Not just mounties and ice hockey anymore]

Canada's governments are allowing the boreal forest to be dug up to bring America the world's dirtiest oil. Producing tar sands oil releases three times the global warming pollution of conventional oil and creates giant toxic lakes you can see from space. And that's not all. Coming soon is a multibillion-dollar public relations campaign to tell you everything's fine.

