



# World Wildlife Fund

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1255 Twenty-Third Street, NW  
Washington, DC 20037  
202/293-4800

Dear Friend,

You hear a lot of talk about the need to save our planet's endangered wildlife ... too often it's just talk.

And yet in the few moments it takes you to consider the request I make in this letter, one species of animal, plant, or insect life will have vanished from the face of the earth forever.

Right now, humpback whales, migratory songbirds, China's giant pandas, Africa's mountain gorillas, and Brazil's rainbow-colored macaws are just a few examples of endangered wildlife that need our action, not more talk, if they are to survive.

So I hope you will act today. You already know that many precious forms of life, once abundant, are now on the verge of extinction.

But you can do something to stop this tragedy from happening. You can act today by taking just a few minutes to complete the International Wildlife Survey I'm enclosing for your immediate use.

Your participation in this important survey is the path to action. Your answers will be of great help in mobilizing action programs. You will help us build a vast citizens conservation force that can literally reach across the world to the most isolated trouble spots.

But you may be wondering if your help is really worth it. That's a fair question. So first let me tell you a little bit about our organization.

You've probably seen the panda logo before. That's us. Since its founding in 1961, World Wildlife Fund has been in the forefront of the international struggle to protect the world's threatened wildlife and the habitats they need to survive. We

(over, please)