



World Wildlife Fund

Mr. George Beach
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West Medford, MA 02156-0116

Dear Mr. Beach:

I hope you find the enclosed calendar as beautiful as I did when I first saw it. It is a FREE gift which I hope you will display proudly on a wall at home or at the office.

But I also hope you will look at it closely, today and throughout the year ahead.

Because, without our help, without our action, many of the noble animals depicted in the 2000 Wildlife of the World calendar could soon exist only in photographs like these, or in our memories.

These are some of Earth's most magnificent creatures, animals that once freely roamed their natural habitat.

But tragically, their numbers are so diminished now, many teeter on the brink of total extinction!

That magnificent leopard on the cover is facing severely reduced numbers in many areas, driven toward endangerment by the triple threat of habitat loss, conflicts with people and livestock, and illegal hunting for its highly distinctive and valuable pelt.

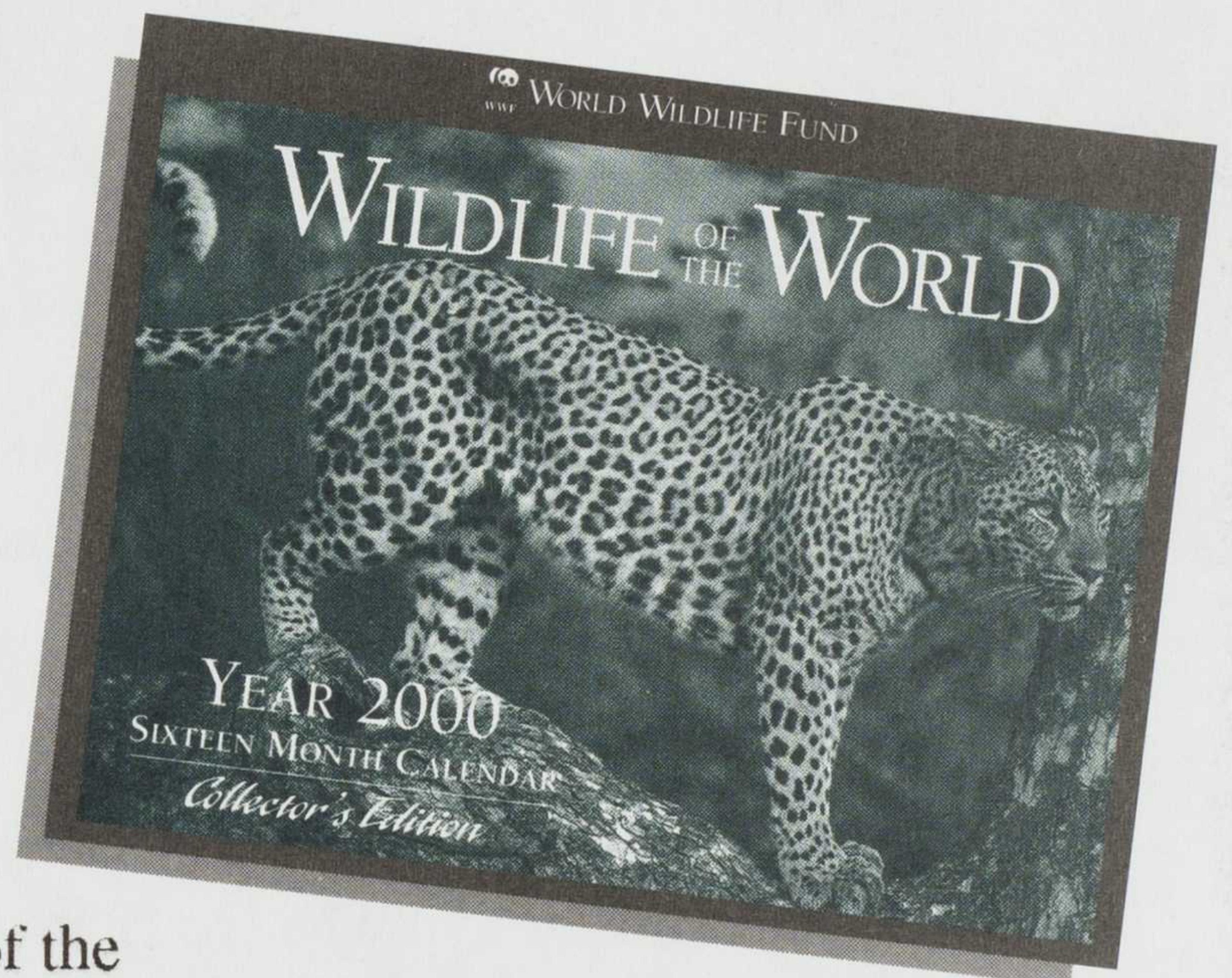
Many species, like the leopard, are victims of the steady destruction of the fields, forests, and other wildlands that fed and sheltered them for thousands of years.

Others, like the rhino and tiger, are driven toward extinction by poaching for their valuable bones, horns, or skins.

But whatever the reasons, strong measures are essential to ensure the long-term survival of as many of these wonderful creatures as possible!

We need your help for that, to take those strong measures, to help see to the survival of entire species of animals.

(continued)



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