



WWF

World Wildlife Fund

This letter deals with today's most critical environmental problem... your support will entitle you to a FREE tote bag... the exclusive symbol of World Wildlife Fund membership...

Dear Friend,

The problem simply stated is this:

"Without firing a shot, we may kill one-fifth of all species of life on this planet in the next 20 years."

You see, years ago, rain forests circled the earth in abundance from South America to Africa, Malaysia, and Indonesia. Yet in the time it takes you to read this sentence, another eight acres of rain forest will have been bulldozed and burned off the face of the earth.

Why should we care about the fate of these forests thousands of miles away?

Because not only do they provide food and shelter to at least half the world's species of wildlife, these tropical forests are also the world's largest "pharmaceutical factory" -- the sole source of lifesaving medicines like quinine, man's most potent weapon against malaria. Hundreds of thousands of people owe their lives today to these precious plants, shrubs, and trees. What would we do without them?

Commercial exploitation and growing population demands will speed destruction of rain forests as well as oceans, grasslands, lakes, and wetlands. Pleading ignorance of these vital and fragile ecosystems can only spell global disaster. What can you do?

You can accept this invitation to support World Wildlife Fund. We have a plan for survival. We need your help to make it succeed.

(over, please)

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