

what it signifies; and the rising risk of wars fought over access to fresh water. As always, they will be very strong on *solutions*—bringing together the best thinking of the leading experts in these fields worldwide.

Please take a moment to join us now. Call (800) 555-2028 or return your order in the enclosed envelope to receive six issues (one year) of **WORLD WATCH**. You'll get a great magazine. And you'll have the satisfaction of supporting the Worldwatch Institute's quest for a sustainable future for our children, our fellow species, and ourselves.

We look forward to welcoming you into the community of **WORLD WATCH** readers.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ed Ayres", with a stylized flourish at the end.

Ed Ayres, *Editor*

P.S. **WORLD WATCH** doesn't accept advertising or any other form of corporate or government support. Nobody can buy our research—but you.