



World Wildlife Fund

1250 Twenty-Fourth Street, NW
Washington, DC 20037
www.worldwildlife.org

Dear Friend,

I hope you find the enclosed address labels and note cards as beautiful as I did when I first saw them. They are yours to keep – FREE – to use proudly on correspondence to family and friends.

But before you do that, I ask you to look at them closely for a minute.

Depicted on these labels and cards are some of Earth's most magnificent creatures. Animals that once freely roamed their natural habitats. Sadly, their numbers are so diminished now, that many teeter on the brink of total extinction!

Some, like the magnificent tiger, are hunted illegally for their body parts, which are used in traditional Asian medicines.

Still others are victims of the steady destruction of the fields, forests and other wildlands that fed and sheltered them for thousands of years.

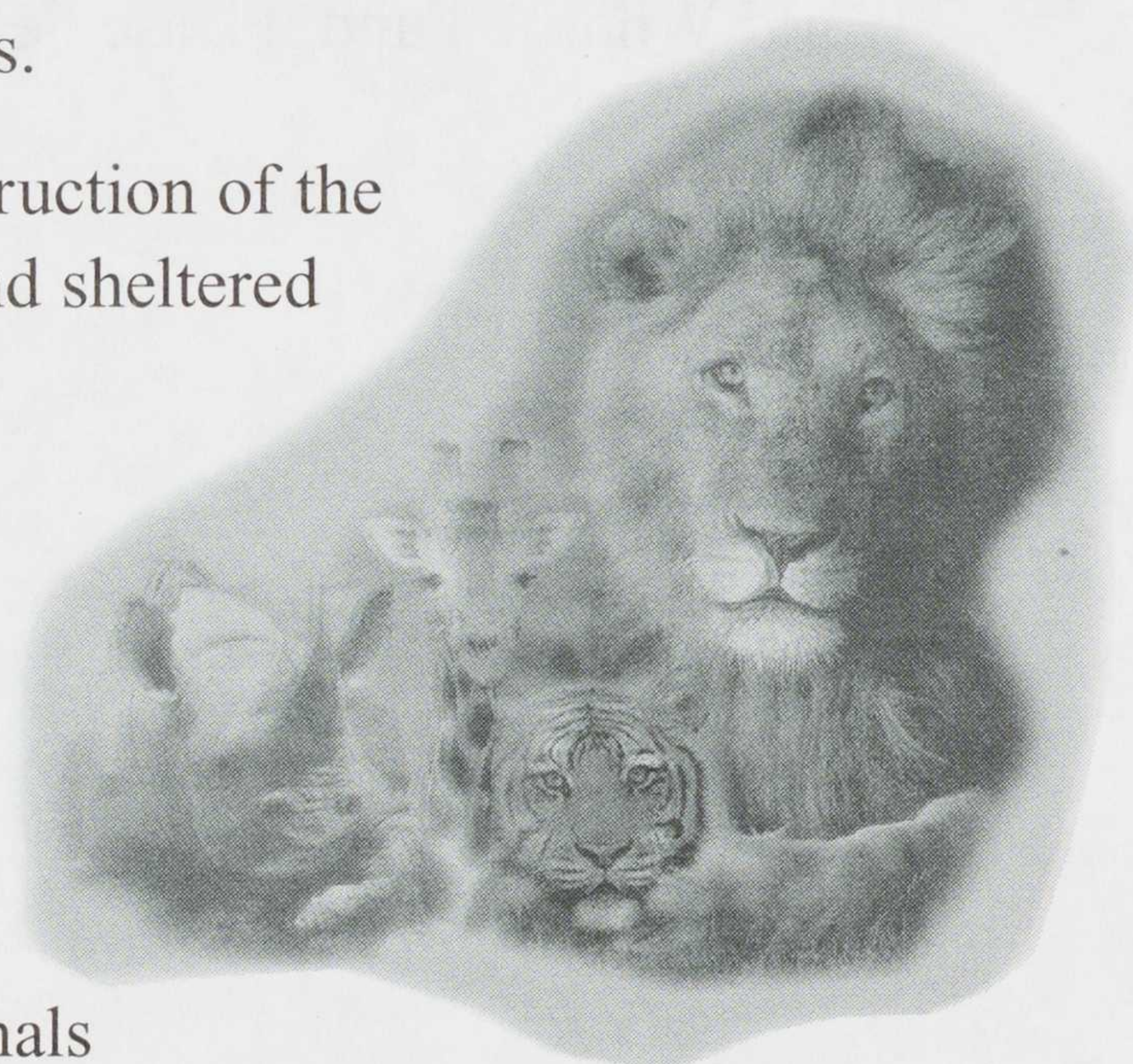
Unless this terrible situation is stopped, soon many of these noble animals will exist only in paintings and photographs – and in our memory!

For nearly 38 years World Wildlife Fund has been fighting to protect endangered animals all over the Earth, and preserve and restore their natural habitats. We are one of the most respected wildlife conservation organizations – and one of the most successful!

But we cannot win these tough battles alone. We need the help and support of as many caring, compassionate people as we can find. That is why I am writing to you today.

How can I, one person, help, you may ask? By doing just two things:

1. Please send a gift today to World Wildlife Fund. I've suggested an amount on the reply slip that would be especially helpful. But any amount will be welcome, I assure you!



(over, please)