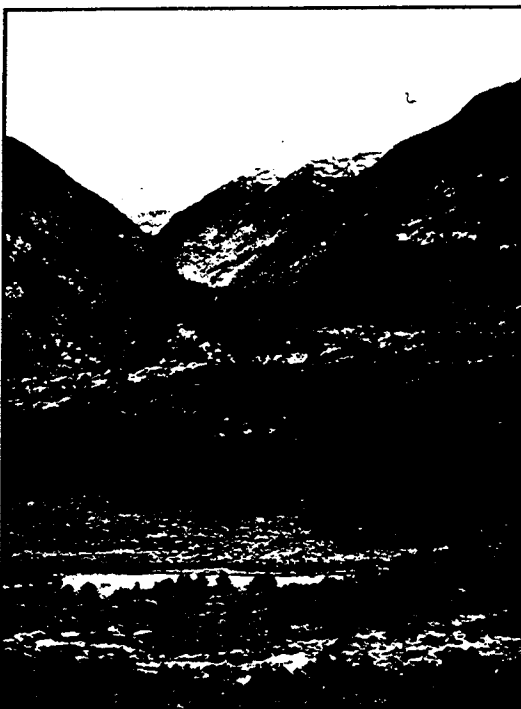


CANADA :

The BRAZIL of the NORTH

The clearing of North America's old growth rainforests has reached unprecedented proportions. In British Columbia, which contains 25% of the world's remaining temperate rainforest, the rate of cutting over the past 30 years has tripled, pushing this rare forest ecosystem to the brink of extinction. According to a 1991 Canadian Federal Government report, "At the current rate of logging, it is estimated that there will be no substantial unprotected ancient forest left on the coast of British Columbia by the year 2008."

Clayoquot Sound (pronounced Klak-wat) is one of the last large fragments of coastal rainforest remaining on Earth. Located on the west coast of Vancouver Island in British Columbia, Canada, it is home to towering Western red cedars, Sitka spruce and Western hemlock, many of them over 1000 years old. Inhabitants of the Sound's ancient rainforests and waters include black bears, wolves, cougars, orcas, whales, bald eagles and salmon. The land is claimed by the Nuu-Chah-Nulth people who are struggling to regain control of their traditional lands.



On April 13th, 1993, the Provincial Government of B.C. announced its Clayoquot "compromise", granting logging giant MacMillan Bloedel the right to clearcut over two-thirds of the Sound's ancient forests. The Nuu-Chah-Nulth, as well as many other First Nations in British Columbia, have continuously stated their opposition to clearcutting and protested their lack of input into the planning process. Over 1000 people have already been arrested protesting this decision, the largest public protest in Canada's history.

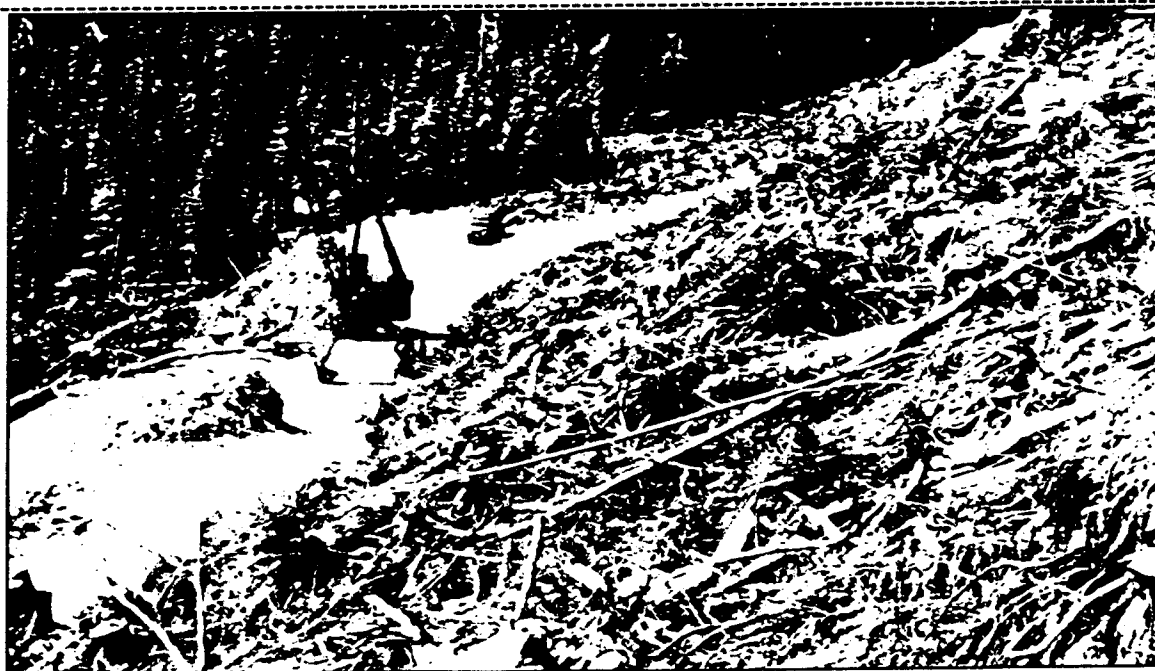
Greenpeace believes that industrial societies must redefine their historically predatory relationships with forests. Forests sustain us, but we are not sustaining them. In advocating an end to the clearcutting and over consumption that currently threaten biological diversity, Greenpeace seeks ways to value all living beings without devaluing humans.

Please join the campaign to protect our biological heritage by reducing consumption of forest products and helping end destructive forest management practices. Taking the actions listed on the back of this factsheet is a good place to start.

For more information, contact the Greenpeace forest campaign: 568 Howard Street, 3rd Floor, San Francisco, CA 94105.

" Trees are a poem the Earth writes across the Sky. Humanity cuts them down for paper so we may record our emptiness"

-Kahlil Gibran



LIQUIDATING CANADA'S ANCIENT RAINFORESTS

British Columbia's ancient forests are being liquidated by clearcutting. In Canada, one acre of forest is cut every 14 seconds. Why should we in the U.S. care? Because the U.S. is the biggest consumer of British Columbian wood products, purchasing 44% of the province's pulp and paper, mainly for newsprint, phone books and tissue paper!

In the US and Canada thousands of jobs are disappearing while forest destruction continues at unprecedented rates. Large timber companies and their customers are profiting from the clearcutting of the ancient forests even as indigenous people struggle for the just settlement of their land titles on which the clearcutting occurs.

Governments in Canada claim that they are practicing responsible forest management. Greenpeace believes that the conversion of ancient forests into tree farms is both ecologically and economically irresponsible.

One of the most endangered and biologically rich forests in the world is the temperate rainforest. Clayoquot Sound on Vancouver Island is one of the largest remaining fragments of this forest type left. Environmental groups have formed an international coalition to save Clayoquot Sound.

Worldwide, businesses are listening. Many companies have decided not to purchase forest products derived from the clearcutting of Clayoquot Sound or from MacMillan Bloedel, the logging company primarily responsible for the clearing of this forest. Other companies are asking for clearcut-free products



including the world's largest mail order company, Europe's largest publishing house, the publishers of over 100 European magazines and over 120-million telephone directories annually.

But some U.S. companies tend to be a little slow. You can help!

Please send the postcard attached below, then write or call any or all of the major purchasers of paper from MacMillan Bloedel and demand that they stop buying products from the clearcutting of Clayoquot Sound. Finally, take the most important step by taking personal responsibility for how much paper you consume on a daily basis.

Call or write to these major purchasers of MacMillan Bloedel products and demand that they stop buying products from the clearcutting of Clayoquot Sound.

Dow Jones/ Wall St. Journal
(800) 568-7625 or (212) 416-2000

PacBell Directories
Richard Van Allen, CEO
101 Speer Ave., Suite 506,
San Francisco, CA 94105
(800) 228-7102 or (415) 995-4400

GTE Directories Corp.
Earl Goode, CEO
PO Box 619810,
Dallas/Ft. Worth Airport, Texas 75261
(800) 233-6408 or (214) 453-7751

US West Direct
Sol Trujillo, President
PO Box 6572, Englewood, CO 80155
(800) 422-1234 or (303) 636-6060

RR Donnelley and Sons/Norwest
(800) 428-0832 or (503) 255-2455

Gannett/USA Today
John Curley, President
1100 Wilson Blvd., Arlington, VA 22234
(800) 872-0001 or (703) 276-3400

Dear Mr. Trujillo,

As a concerned US West customer and annual recipient of a US West phone book, I am appalled to know that your directories contain pulp from 1000 year old trees clearcut from British Columbia's ancient rainforests. I find it distressing that US West books contribute to the liquidation of Clayoquot Sound, one of the last large fragments of rare old-growth ecosystems.

Please stop purchasing products from MacMillan Bloedel until they stop clearcutting Clayoquot Sound. Demand clearcut-free products from your suppliers, to help ensure both the future of our forests and the timber industry.

Sincerely,
Signature _____

Print Name _____
Address _____

Printed on Tree Free Paper with vegetable based inks

Place
stamp
here

US West Direct

Attn: Sol Trujillo, President
PO Box 6572
Englewood, CO 80155

Join the Clayoquot Sound Activist Network

Name _____

Address _____

Phone # _____

I am currently a Greenpeace donor.

Please send me more information about Greenpeace.

Mail this stub to:
Greenpeace Activist Network
1436 U Street, NW
Washington, DC 20009