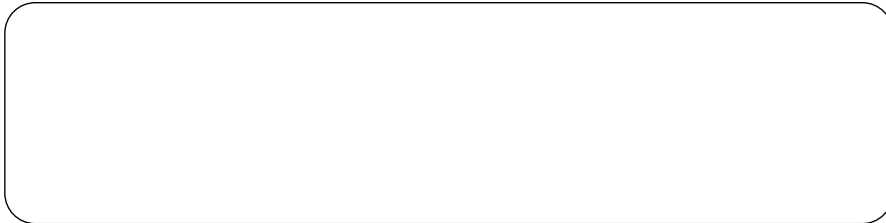


**GREENPEACE**

**Urgent Alert: AMAZON IN DANGER!**

*Please return enclosed petition within 15 days*





**SAVE  
THE  
AMAZON**

**GREENPEACE**

# GREENPEACE

*In the heart of the Amazon, I stood on a grassy hill overlooking an endless pasture where tropical trees and jungle species had once thrived.*

*I could still see signs of the rainforest. Off in the distance tall tropical trees rose brilliantly toward the sun. But above the lush, green rainforest canopy, great gray plumes of smoke swirled filling the endless sky.*

*Here, the “burning season” had just begun.*

*- Daniel Brindis, Forests Campaigner*

Dear Greenpeace ally,

When I stood watching the rainforest burn during my last trip to the Amazon, I felt the profound urgency of the deforestation crisis we face in the Amazon.

And – sadly – unless you and I act now, the tremendous progress we’ve made in recent years will be lost. You see, last year, thanks to the work of Greenpeace and our allies, Brazil achieved its LOWEST level of deforestation in 20 years. As a Greenpeace supporter, you helped make that happen.

But instead of celebrating the achievement and continuing the progress, some Brazilian lawmakers are on the verge of stripping away the country’s rainforest protection laws and granting amnesty to Brazil’s forest criminals. THEY WANT TO REDUCE the government’s authority to crack down on illegal deforestation—and give logging companies a “green light” to inflict further damage on the most unique ecosystem on the planet.

I urgently need your help to stop this travesty in the Amazon.

**First**, take a moment to sign and return the enclosed petition to Brazilian President Dilma Rousseff, urging her to continue fighting for forest protection instead of giving in to agribusiness special interests that want to open up more forest to the chainsaws.

And, **second**, rush a donation to help Greenpeace continue its efforts to stop deforestation in the Amazon and around the world.

We don’t have any time to spare—at the first hint of a weakening in the laws, ranchers and logging companies are prepared to step up their “slash and burn” efforts across the region.

(over, please)

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That's why Greenpeace is acting swiftly to call attention to the crisis and urge the government to reverse course. As I write to you today, the new *Rainbow Warrior*—our state-of-the-art eco-vessel that generous donors like you helped to build—is arriving in Manaus, Brazil.

Situated at the point where the famed Rio Negro joins the Amazon, Manaus was once a vibrant wilderness filled with lush vegetation, trees and an array of wild animals. Today, there is hardly a tree in sight and there is concrete for as far as the eye can see.

From Manaus we will sail out of the Amazon, stopping at areas of interest where the health of the rainforest and the livelihood of forest communities hang in the balance. The ship will then sail through important coastal cities in order to engage the Brazilian public—who are overwhelmingly concerned about the Amazon—to stop their government from backsliding on the Amazon during this crucial year for Brazil.

As a loyal Greenpeace supporter, you already know how important the Amazon is to our entire planet. One in ten known species in the world is found in the Amazon—making it the largest collection of plant and animal life in one place.

Millions of species—from poison dart frogs smaller than your thumb, to spiders the size of baseballs, to jaguars, the largest big cats in the Americas—call the Amazon basin home. And bird lovers know that one in five bird species, including the magnificent scarlet and indigo macaws, can be found in the Amazon. I've enclosed a Save the Amazon sticker for you that shows the beautiful scarlet macaw as a reminder of what we're working so hard to save.

The Amazon is also home to more than 20 million people including hundreds of indigenous nations, whose cultures are at risk of being lost forever.

And, as you know, the Amazon also plays a critical role in the fight to stop global warming. Loss of tropical forest actually accounts for up to 19% of worldwide carbon emissions—more than all of our cars, trucks, and planes put together.

For all these reasons, Greenpeace is determined NOT to let progress stall our efforts to save the rainforest. But to succeed, we must mobilize many different stakeholders—the Brazilian people, worldwide consumers of soy and cattle products, indigenous peoples, members of government, farmers and industry leaders.

That's what makes Greenpeace unique—we combine grassroots action, corporate accountability campaigns and legislative advocacy to bring about change in every way possible. Here's our ambitious plan for the coming weeks of our Amazon campaign—a plan that desperately needs additional resources at this time.

#### **Step 1: Preserve Forest Protection Laws**

The Brazilian Forest Code provides the critical framework for the protection of the

(next page, please)

Amazon. It requires landowners to preserve large tracts of natural rainforest— particularly along riverbanks and hillsides to prevent flooding and erosion.

The agribusiness lobby would like to remove the current protections and actually grant amnesty to those that have violated the forest laws. Our last chance to stop this dangerous law from moving forward is to ensure that President Dilma vetoes the proposed changes.

You can help us by returning the enclosed petition to President Dilma today— congratulating her on the progress her country has made and urging her not to take a step backward.

### **Step 2: Mobilize Consumers to Stop Illegal Deforestation**

Over 80% of the Amazon that has been deforested is used for cattle ranching or soya farming. We must continue to address these two deforestation “drivers” in order to stop further destruction in the Amazon.

Over the past decade Greenpeace has successfully used worldwide consumer pressure to change the situation on the ground. We have successfully engaged American and European brands like Nike, Timberland, Adidas, and McDonalds, which all buy Brazilian cattle products or soy, to demand more responsibility from their Brazilian suppliers.

We may not be able to fine lawbreakers, but we can influence the corporations that do business with them. And time and time again, we have seen that when American and European brands like Nike, Timberland and Walmart demand action from their suppliers, policies change quickly.

### **Step 3: Change the Conversation in Brazil and Around the World**

We’re taking the new *Rainbow Warrior* to Brazil to help generate worldwide awareness about what’s happening to the rainforests, as well as the people and animals that depend on them.

We’ll journey down the river on a multi-stop tour to debunk the myth that environmental protections limit Brazil’s economic prosperity.

We will shine the spotlight on local forest peoples and indigenous communities impacted by industrial soy and cattle expansion and illegal logging. The sites that we will visit will illustrate the consequences of weakening forest protection laws and enforcement.

Despite a decade of success fighting deforestation, there are still disturbing reports—for example, in March and April of 2011, there was a 570% increase in deforestation compared with the same months the previous year.

The Brazilian Government has estimated that the new forest code changes would, at

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minimum, allow for a forest loss the size of the entire state of Minnesota.

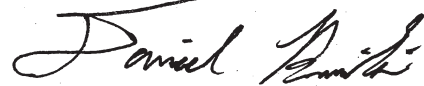
I have never felt more certain that we can do something to stop this. The arrival of the new *Rainbow Warrior* in Brazil will bring an international spotlight to this issue. And with tens of thousands of petitions from around the world, I know we can convince President Dilma to do the right thing.

Our only hope of winning is our people power—and that's where you come in. Please take a moment now to return your petition to President Dilma along with the most generous gift you can give to support this important campaign.

Years of hard work and dedicated support from donors like you helped us stop the illegal export of timber and slow the expansion of the two greatest drivers of deforestation in the Amazon—soy and cattle.

With the proposed weakening of Brazil's Forest Code, all of that work will be undone, unless you and I act today. We're counting on you to give generously today because the future of the Amazon affects us all.

Sincerely,

A handwritten signature in black ink that reads "Daniel Brindis". The signature is fluid and cursive, with a long horizontal line extending from the top of the first letter.

Daniel Brindis  
Forests Campaigner

P.S. Your help is urgently needed to put an end to the Amazon "burning seasons". Please return your petition to President Dilma today along with a generous gift to help Greenpeace stop the slaughter of the rainforest. You can also give securely online at [www.gpgive.org/march](http://www.gpgive.org/march). And please proudly display your free SAVE THE AMAZON sticker with its handsome image of a scarlet macaw to demonstrate your commitment to the rainforest. Thank you.

**YES, Daniel!** I am an Amazon warrior too! To help end the "burning seasons" in the Amazon, I'm enclosing my petition to President Dilma. I'm proud to support Greenpeace's efforts to halt tropical deforestation around the globe and am enclosing my gift of:

<\$ask 1>    <\$ask 2>    <\$ask 3>    Other \$ \_\_\_\_\_

Please charge my credit card. See back of this form. Give securely online at [www.gpgive.org/march](http://www.gpgive.org/march).

<Name>  
<Address 1>  
<Address 2>  
<City,> <State> <Zip code>

<MEMBER ID>   <SOURCECODE>

## Citizen Action For The Amazon

To: Dilma Rousseff, President of the Federative Republic of Brazil, Brasilia, Brazil

Dear President Dilma,

I am extremely worried about the proposed changes to the Forest Code in Brazil which will result in increased destruction of the Amazon forest. Brazil's fight against deforestation and its commitment to protect the Amazon rainforest is one that we appreciate, not only for the sake of biodiversity and forest-dependent communities, but also because it is essential to efforts to combat climate change.

President Dilma, the world is counting on you to fulfill your international promises to reduce deforestation by at least 80% by 2020, and keep Brazil as a forerunner in tackling climate change. You can save the Amazon. Please veto the new Forest Code bill before it is too late.

Sincerely,

\_\_\_\_\_  
Name

\_\_\_\_\_  
Member ID

\_\_\_\_\_  
Source Code

**GREENPEACE**

[greenpeace.org](http://greenpeace.org)

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