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Monthly Web Mag

Cool Earth

celebrates 2nd Anniversary

We've come a long way
Saved 88,000 acres of rainforest
Locked-up 23 million tonnes of CO₂

The Ashaninkas make
tracks with Cool Earth

June 09


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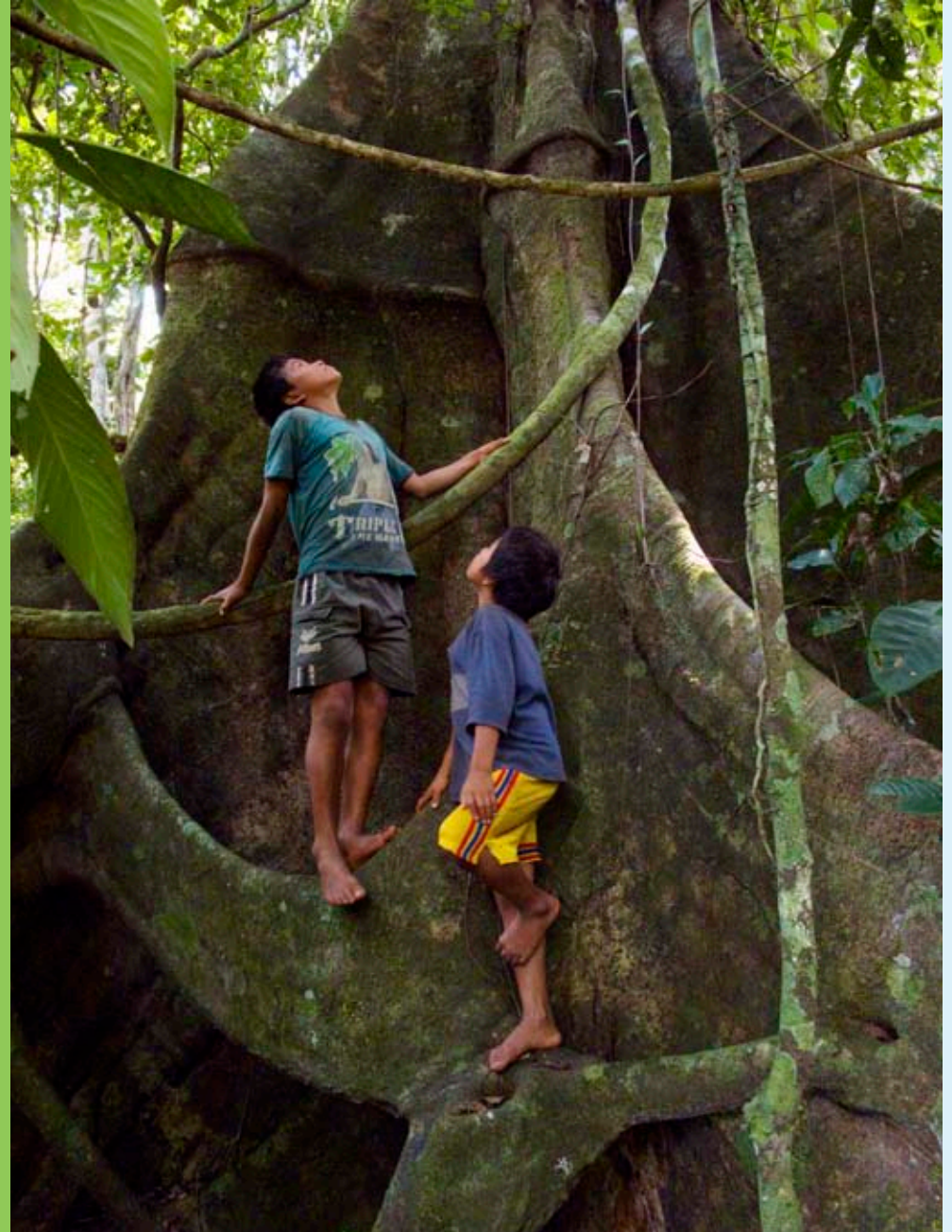
Happy 2nd Birthday Cool Earth

Just two but very advanced.

Thousands of acres of rainforest in Peru, Brazil and Ecuador are still standing because Cool Earth used your sponsorship to price loggers out of the market. We don't use funds to protect trees that aren't at imminent risk. We only work in the danger zones which is why more and more people are choosing to support Cool Earth.

We've been busy.

14 million tonnes of CO₂ protected
55,000 acres of rainforest saved
530,000 mature trees still breathing
2 schools, 1 clinic, 6 warehouses built
45 forest engineers trained
And still going strong.



In Peru

Malaria tablets.....check
Mosquito spray check
Anti-leech socks.....can you get them at the airport?

It's never easy packing for a jungle expedition in Peru but Cool Earth always make sure their guests are well prepared. In May we took out a team of reporters and some of our generous sponsors to meet the Ashaninka tribe and tell their story. Cool Earth brought in vital supplies and planned a training programme for a solar engineer.

Cool Earth keeps trips to the rainforest to an absolute minimum. We work directly with the local communities. Where appropriate we invite media and sponsors, helping to generate vital funds.



Enjoying the local liquor.
Manioc, sweet potato
and a secret ingredient...



Purely Business
Cool Earth, Director Matthew Owen
mapping out endangered rainforest.



Attention at the back! Please.

2 schools built and another taking shape in Brazil. Young, gifted and green. Did you know that Cool Earth has more young supporters than any other green charity?



Cool Earth is about to launch a top new campaign which we hope will engage children in the wonders of the rainforest. We're keeping it a secret for now but we expect to see a surge in little tree huggers very soon. If you'd like to stay informed then put your name on the Cool Earth register.

81 schools twinned with their rainforest cousins. Twinning has been a great way for children to learn about their South American classmates. Plus many schools have downloaded our resource packs which we're currently re-working, to make them even better. But top marks go to Lady Elizabeth school in Spain where the children fundraise yearly for Cool Earth.

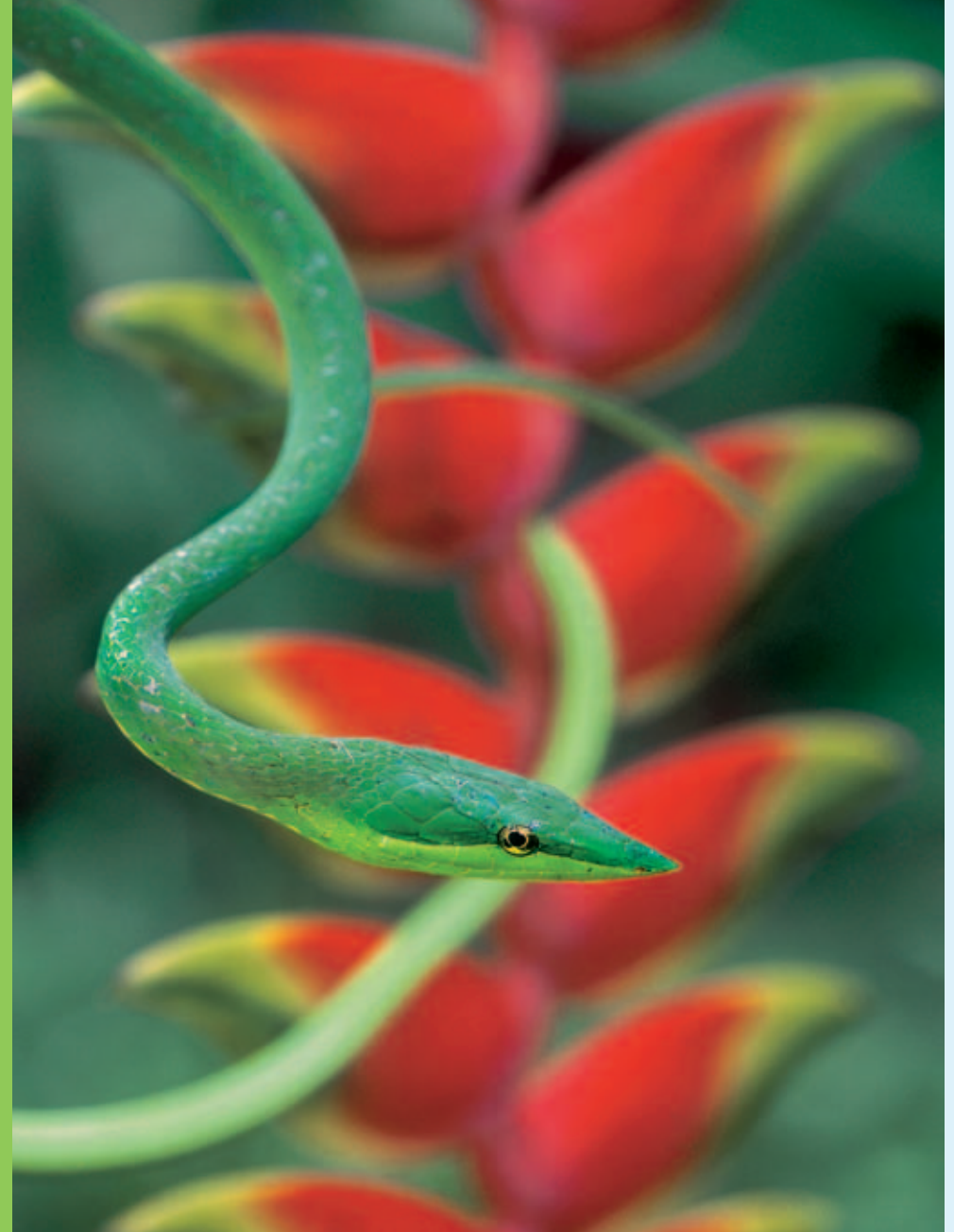
Without you, we're nothing.

Cool Earth wouldn't exist if it weren't for our sponsors choosing to invest their money in land. They can't build on it, they can't sell it for a profit. But they know keeping 260 tonnes of CO₂ locked in with every acre is the fastest way to stabilise our warming climate, they know the rainforests are the world's lungs, weakened by deforestation, and they know there are millions of species yet to be discovered in this green land. They know a good investment when they see one.

Which is why we'd like to thank them. And by popular demand you can now give someone a really special gift - a piece of rainforest. Don't forget you can plot your rainforest via Google maps.



Let's hear it for Ben and Stephen Plain. Half marathon run for Cool Earth.



OUR PARTNERS

We'd like to thank our partners for their generosity and their efforts in promoting our rescue message. Despite the challenges of a recession, our tribal communities in Peru and Ecuador have been able to rely on us.

Tropicana saves nearly 40,000,000 sq ft of rainforest and still counting.

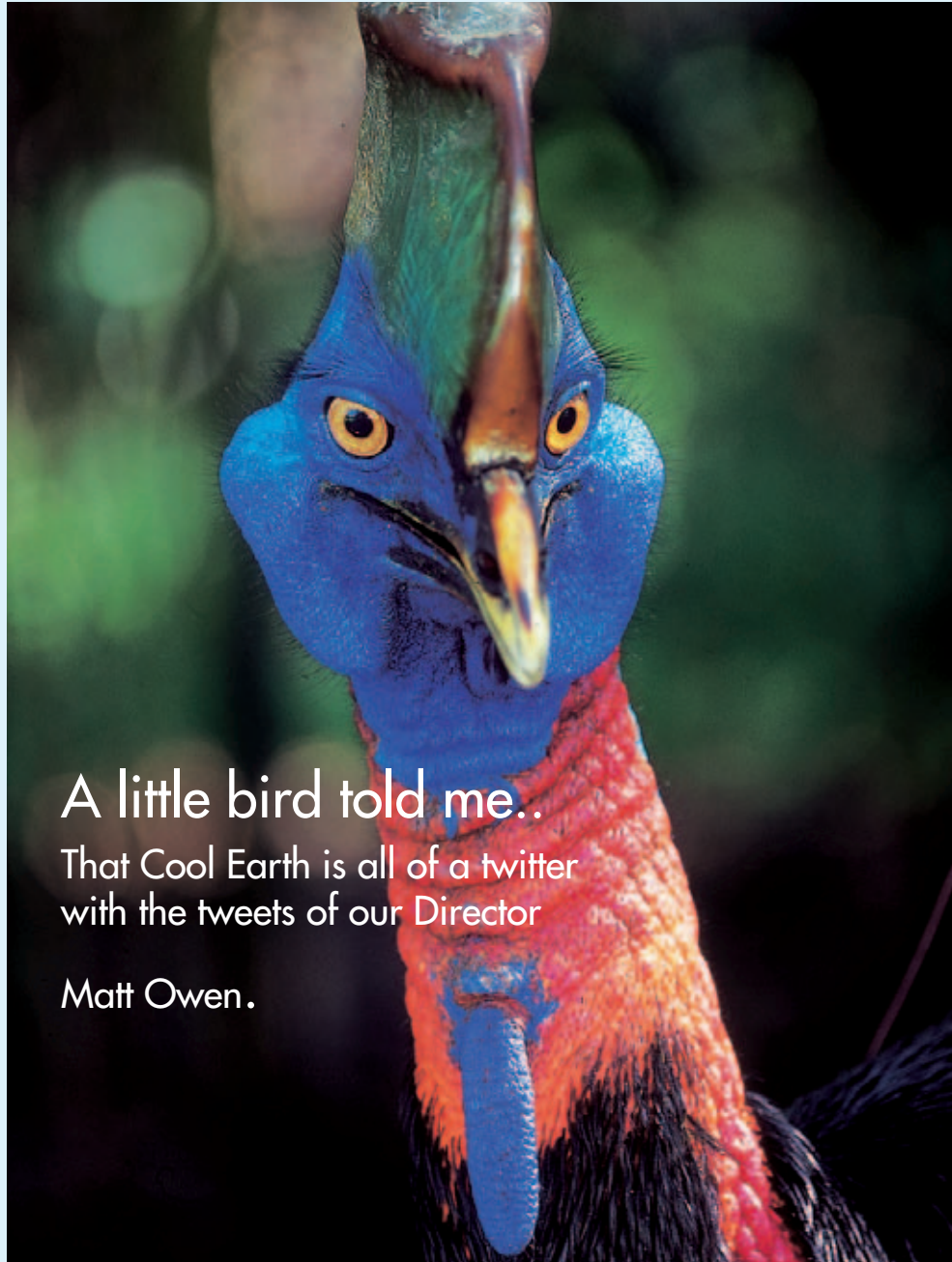
Our relationship with Tropicana has seen our membership soar as their customers have the option of saving the Amazon when they redeem a code on cartons of Tropicana. One very thirsty, orange juice lover submitted 500 codes, saving 500 sq ft of rainforest. Cool Earth will spend \$330,000 in the Tropicana plot this year.

Mike Roberts from Vertigo donates a whopping 10% of his profits to Cool Earth. His commitment has protected countless mature trees and endangered species.

Our latest partnership with Red Sky has got us all munching their 100% natural crisps whilst protecting up to 10sq ft of rainforest with each packet. What a great start.

We also have many long standing partnerships who we hope to develop new projects with.





A little bird told me..

That Cool Earth is all of a twitter
with the tweets of our Director

Matt Owen.

You can follow his daily musings and find out how our charity front-man progresses the future of rainforest communities at twitter.com/coolearth

Twitter, Facebook, blogs, My Space etc... we've got all bases covered when it comes to communicating our message. But all this socialising is exhausting and as Matthew has to get his beauty sleep. Cool Earth now has a young, bright networking guru called Sophie who'll be shouting our message into cyber space for all to hear.

So follow the links below to support us / find us / keep up to date.

Blogs: See our homepage coolearth.org

Facebook: Become a fan facebook.com

Twitter: Follow Tweets at twitter.com/coolearth

Give a gift


It's our birthday....no you mustn't....well if you insist.

Our sponsors give to us in many ways and sometimes they give a gift direct to a community project.

Here's a list of items that Cool Earth desperately needs and would be overjoyed if anyone could fund or donate.

List

Mosquito net	£ 12	\$ 18
Roofing panels	£ 14	\$ 21
Material for clothes	£ 21	\$ 32
Tools for farming	£ 35	\$ 53
Football set x 4	£ 40	\$ 61
Solar lighting	£ 50	\$ 76
Art and craft materials	£ 55	\$ 83
Emergency radio	£ 90	\$ 136
Machetes x 20	£ 120	\$ 182
Textbooks x 42	£ 210	\$ 318
Stationery and exercise books x100	£ 360	\$ 545
Chocolate garden planting	£ 420	\$ 636
Stock a library	£ 550	\$ 833
Refrigeration (anti-virals and anti-venom)	£ 600	\$ 909
Fuel for canoe for one year	£ 800	\$ 1,212
Training for solar engineer	£ 1,400	\$ 2,121
Batteries x 16	£ 1,680	\$ 2,545
Motor Canoe	£ 1,900	\$ 2,879
Solar panels x 8	£ 2,200	\$ 3,333
Build a classroom	£ 2,500	\$ 3,788
Internet and Satellite Comms	£ 2,600	\$ 3,939
And we'd like to take 5 teachers to the rainforest to become Cool Earth ambassadors.		
Teachers x 5 (£1,500 each)	£ 7,500	\$11,500



**ENJOY DELICIOUS NEW RED SKY.
HELP PROTECT THE RAINFOREST.
(IT'S A WIN-WIN.)**

Nature works hard to make new Red Sky potato chips. So we got together with the environmental charity, Cool Earth®, to see if we could give something back. Now every 150g pack of Red Sky sold helps protect 10ft² of Amazon rainforest. It's another reason to feel good about buying Red Sky.

redskysnacks.co.uk

RED SKY in partnership with **COOLEARTH**
*Find out more at coolearth.org



cooearth

COMING SOON
Cool Earth exposed!

Cool Earth would like to give a special thank you to, Thomas Marent, Richard Olsenius & Lauren Fisher for the use of their photographs.

DONATE
NOW AT
cooearth.org