

We're living at a key point in history. Earth hasn't witnessed the current **rate of extinction** since the loss of the dinosaurs.

The world's forests lost an area **twice the size of Florida** last year alone. This loss of botanical diversity alone limits **future medical break-throughs** like the plant derived treatments we now have for cancer, HIV/AIDS, and infections.

But there is **good news, too.**

Through international cooperation, the ozone layer is expected to recover by mid-century. The amount of materials being recycled has doubled since 1990. And we have the opportunity to **make even more good news.**

**How?** Although the U.S. has less than 5% of the planet's population, we consume 25% of the world's total resources. Because of this, we have **great power** to change the future simply by **what we purchase** and the **way we live.**

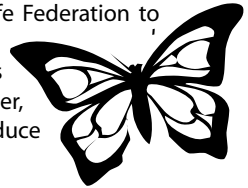


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# Today's Choices for Future Generations

**WATER:** Reduce water usage by up to 60% while still maintaining a strong flow by installing low-flow faucet aerators. They typically cost just \$2. ♻️ By changing to a low-flow showerhead, a family of four can conserve 20,000 gallons each year. ♻️ You can save more water by turning off the faucet while brushing your teeth and especially while you're soaping up in the shower (Many low-flow showerheads even have on/off switches to make that easy.) Besides conserving water, you're also saving energy and money by using less heated water. ♻️ A pitcher of water in the refrigerator offers colder water and saves water compared to running the tap until it gets cold.

**WILDLIFE:** Sign up for e-mail alerts from groups like those mentioned on the back. ♻️ Visit National Wildlife Refuges and become a member of a local support group -- like the Friends of the Florida Panther Refuge. ♻️ Join your local American Zoo and Aquarium Association accredited institution. ♻️ Create a certified Backyard Wildlife Habitat™ with the National Wildlife Federation to make a place for birds, butterflies, and wildlife. Learn more at the zoo's Habitat or online. ♻️ Keep your pet cats inside. The Florida Fish and Wildlife Conservation Commission estimates Florida cats kill tens of millions of birds each year and can transmit fatal diseases to our endangered Florida panthers. Indoor cats also live longer, healthier lives. ♻️ Appropriately planted native plants can also save money on your heating/cooling bills and reduce water consumption while providing food and shelter for wildlife.



**ENERGY:** Turn off lights when you leave the room. ♻️ To keep cool and save cash, replace standard light bulbs with energy-efficient compact fluorescents. Standard light bulbs only emit about 10% of their energy in light, the rest is released as heat. Compact fluorescents last about 10 times longer, use up to 75% less energy, and burn much cooler. If each U.S. household replaced four standard 100-watt bulbs with compact fluorescents, we would save the energy equivalent of 4.8 billion gallons of oil a year - more than enough energy for every car in America to make the average trip to the grocery store every week for a year. ♻️ When possible, use the microwave instead of the range oven. ♻️ Save up to a third on your heating/cooling bill with a programmable thermostat so you're not cooling or heating an empty house while you're at work. Most cost between \$35 and \$70. ♻️ Clean or change the air filters in your home regularly.

Some complex issues require the **cooperation** of conservation-minded people. **Joining** one of the **proven and trusted** conservation organizations on the back can make the difference on those issues.

**IN THE CAR:** Accelerate smoothly for better mileage. ♻️ Check your tires. Low pressure forces the engine to use more energy -- just like your leg muscles when you're peddling a bike with low tires. ♻️ Drive by the drive-thrus to save gas, pollution, and time. Today's cars only use about 30 seconds of gas to start up. The national average drive-thru wait time is six times longer. Plus, during lunch rushes, surveys indicate it's frequently faster to go inside. Plus, it gives your legs and back a break from driving.

**OCEANS:** Learn how can you conserve ocean life with simple dining choices. Some farmed seafood items are raised in ways that pollute waterways. Catching a pound of one popular seafood kills between four and ten pounds of other sea life. ♻️ The majority of our fisheries are overfished hurting both marine ecosystems and people. The collapse of the cod fishery in the 1990s put 30,000 fishers on welfare and decimated the economies of 700 communities in Newfoundland alone. ♻️ Become informed with a free Seafood Watch card available at the zoo or through our website.

**FORESTS:** Reduce paper waste by calling the toll-free number on unwanted catalogs and request your name be removed from mailings. Click the conservation button on the zoo's website to find out how to remove your name from national junk mail lists to save even more. ♻️ Buy recycled paper or tree-free kenaf paper like this is printed on. ♻️ Spell check before printing to avoid waste. ♻️ Reuse the back side of paper for shopping lists, faxes, phone messages, etc. ♻️ Recycle when you're done. ♻️ Purchase Forest Stewardship Council certified wood from lumber yards and home centers. ♻️ Look for and ask about Fair Trade products including coffees and teas where you shop. Besides paying a fair wage to farmers, 80% or more of these farms keep forests standing and are farmed organically.

