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Plant
a tree,
cool
the globe.



GLOBAL RELEAF[®]
A Program of
The American Forestry Association
P.O. Box 2000
Washington, DC 20013

Global warming: One environmental crisis we can do something about.

The Earth is warming. Average global temperatures are the highest on record, and the implications for society could be enormous if this trend continues.

Cities and towns could be inundated as polar ice caps melt and sea levels rise.

Agricultural areas could be destroyed by heat and drought.

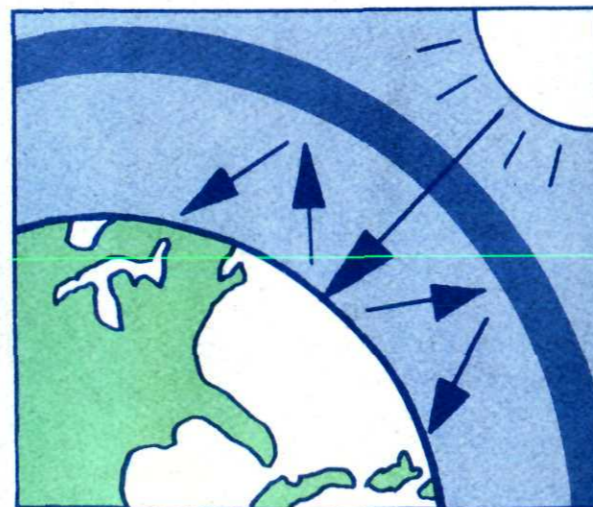
Our ability to produce food and find drinking water could be reduced substantially.

At the root of global warming is the "greenhouse effect;" carbon dioxide released into the atmosphere traps the sun's energy, turning the earth into a planetary hothouse.

But this problem is not inevitable. People make the difference. You can be part of a worldwide environmental improvement effort—Global ReLeaf.[®]

Clearly, one way to help cool the greenhouse is to reduce energy consumption and to rely less on fossil fuels. Another important way is to plant trees and improve the health of our forests. There are many opportunities to plant trees:

- around your home and in your community;
- in urban area "hot spots;"
- in private and public forests nationwide;
- in deforested areas in the U.S. and around the world.



More and better trees and forests are one of the goals of Global ReLeaf. Not only do trees cool the earth, they:

- purify air and water;
- protect watershed areas;
- enhance wildlife habitats;
- prevent soil erosion.

Global ReLeaf is working for a better world through a healthier environment.

What is Global ReLeaf?

Global ReLeaf is a national education, action, and policy campaign of the American Forestry Association aimed at improving the earth's environment through more and better trees and forests.

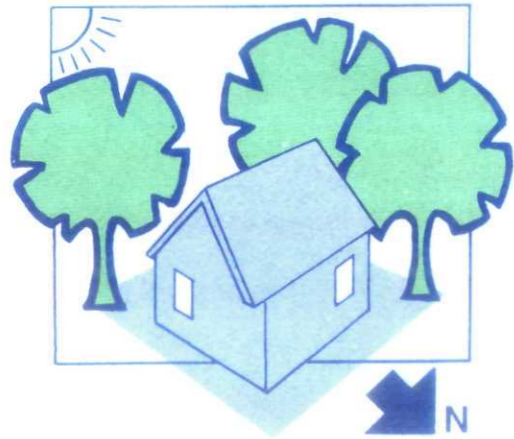
Global ReLeaf challenges people everywhere, from individual citizens to national leaders, to take positive action in reaching new goals:

- Expanding the area of forests in both urban and rural settings;
- Reducing deforestation everywhere, particularly in the tropics, where it is most serious today;
- Assuring that all forests are maintained in as healthy and productive a condition as possible;
- Advocating strong community forestry programs to reduce energy demand, increase cooling, and cut air pollution;
- Reducing dependence on fossil fuels and controlling pollution from the fuels we use;
- Enacting effective legislation and researching technologies to address these issues.

The growing solution to a global problem.

How trees improve the environment:

- Trees use carbon dioxide in the atmosphere and turn it into life-giving oxygen.
- Trees help conserve energy. Three properly-planted trees around your home can cut your air-conditioning bill by 10-50 percent, and windbreaks can considerably reduce heating costs.



- Trees help turn urban "heat islands" into cool and comfortable "oases." Shading expanses of pavement with trees keeps temperatures lower and dramatically reduces energy use.
- There are at least 100 million energy-efficient tree planting sites available around homes and in America's towns and cities. Planting those 100 million trees could offset carbon dioxide emissions by 33 million tons a year, saving American consumers \$4 billion each year in energy costs!
- Trees and forests filter air pollution, provide wildlife habitat, protect watershed areas, prevent soil erosion, and reduce noise pollution.
- Well-managed forests produce hundreds of products we use in everyday life, as well as a variety of recreational opportunities.
- Healthy tropical forests support over 50 percent of the world's tree and plant species, produce valuable medicines, and affect the global climate.

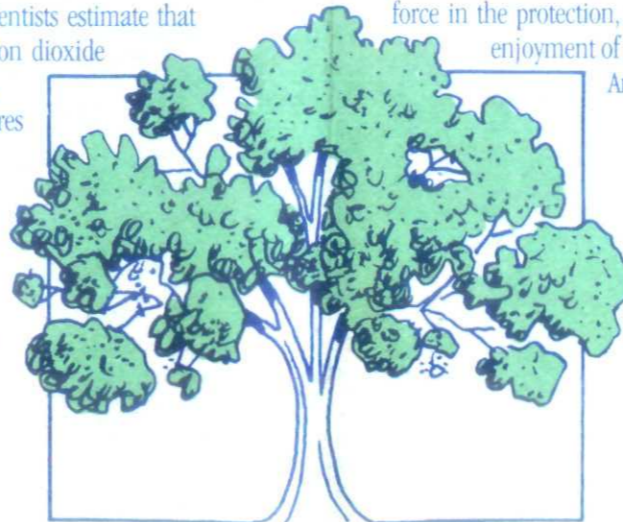
You can make a difference.

There are three Global ReLeaf actions you can take right now that will make a difference:

1. Plant and care for your own trees. Trees around your home mean a "greener" life that is more beautiful and more energy efficient. You'll feel great doing your part for Global ReLeaf.
2. Get involved in your community and local area. Every American town or city has "missing trees"—trees yet to be planted or trees to be replaced. There is no better way to leave your mark on the landscape than by planting energy-saving trees.
3. Support the American Forestry Association, and our national public policy effort that addresses all of the issues outlined above, including reforesting America, improving management of all lands, reducing air pollution, encouraging the enactment of carbon dioxide-reducing legislation, and conserving energy.

A few facts about global warming.

- Present global temperatures are the highest on record. The 1980s produced the five hottest years of this Century.
- If present trends continue, scientists estimate that the level of atmospheric carbon dioxide could double in a few years, and average global temperatures could rise 6-12 degrees Fahrenheit.
- World energy use is the main contributor to atmospheric carbon dioxide.
- The United States, with only 4.8 percent of the world's population, produces nearly 25 percent of the annual global carbon dioxide from burning fossil fuels.



- Urban areas, with their expanses of concrete, create "heat islands" that are 6-10 degrees Fahrenheit hotter than their surroundings.
- In the last decade, only one tree was planted for every four that died or were removed in the average American city or town.
- Trees can absorb carbon dioxide at the rate of 26 pounds per year—about 5 tons per acre per year.
- Urban trees create shade and reduce cooling demands, making them 15 times more effective in reducing carbon dioxide build-up than rural trees.
- Rural areas offer large planting areas where seedlings are a wise investment in the future.
- If current economic opportunities to improve tree growth were taken, this new growth would reduce atmospheric carbon dioxide by 450 million tons, about 25 percent of what the United States is estimated to release annually from burning fossil fuels.



A Program of the American Forestry Association.

The American Forestry Association is the nation's oldest citizen conservation organization and a leading force in the protection, wise management, and enjoyment of urban and rural forest resources in America and throughout the world.

Founded in 1875, we continue to promote positive conservation action—locally, nationally, and globally. The challenges today are greater than ever. Global ReLeaf can make a difference, but only with your support.

You can make a world of difference.

Take action now.

YES, I want to do my part for Global ReLeaf.

Enroll me in AFA as a Contributing Member. My tax-deductible contribution is enclosed—

- \$500 \$100 \$35 \$25
 \$10 Other* \$ _____

Method of Payment

- Check, payable to the American Forestry Association
 Credit Card Charge: VISA MasterCard

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*When you join the Global ReLeaf effort as an AFA Contributing Member for a year (\$10 or more), you receive an information package containing:

The Global ReLeaf Action Guide—providing background information, an Action Checklist, and access to all Global ReLeaf resources.

The Global ReLeaf Report—the action newsletter providing up-to-date information on local, national, and international Global ReLeaf developments.

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GLOBAL RELEAF The American Forestry Association
 P.O. Box 2000
 Washington, D.C. 20013

Your First Class stamp helps Global ReLeaf dollars go farther. Thank you for making a difference.