

With permission from the Center for Biological Diversity, Back to Natives brings you their message on Extinction!

Although we at BTN need to raise funds for our own projects, It is important to remember other organizations and their fight to help save what we have left on this home we call Earth! Staff from BTN have donated to the Center for Biological Diversity from their own small budget. If we all work together, maybe we can affect change. If everyone on BTN's email list were to donate only \$25.00 to BTN right now, that would add up to over \$70,000.00. Imagine if we all donated to the Center that minimum of \$25.00 each? Over \$150,000.00 would be raised to protect species by both Habitat Restoration right here in Orange County, and through the Center's campaign below. Read the article below from the Center's latest email



CENTER for BIOLOGICAL DIVERSITY

Because life is good.

Extinction is the most serious, irreversible impact humans have on the planet. Polluted water can be cleaned up and trees can be replanted, but **extinction is forever.**

As an environmentalist, you probably understand more than most people just how bad the extinction crisis is. But do you know just how little most people know?

While **75 percent of scientists believe we are in the sixth and greatest mass extinction event in the 4.5 billion year history of the planet**, less than half of all Americans have ever heard of the extinction crisis; fewer believe it is happening.¹

Please help us change that by donating to the Center for Biological Diversity's hard-hitting television ad that will educate tens of millions of people about the extinction crisis. With moving images and stories, we'll show how overpopulation, habitat destruction, global warming, and pollution are driving species extinct at an unprecedented rate.



Only a few golden-headed langurs still exist. Spread the word about the extinction crisis.



The po'ouli is gone for good. Extinction is forever -- donate today.

Here's what most people don't know:

- Up to 30,000 species per year are going extinct: three per hour.
- 50 percent of all primates and 100 percent of all great apes are threatened with extinction.
- Three of the world's eight tiger subspecies became extinct in the past 60 years; the remaining five are all endangered.
- Humans have already driven 20 percent of all birds extinct.
- 12 percent of mammals, 12 percent of birds, 31 percent of reptiles, 30 percent of amphibians, and 37 percent of fish are threatened with extinction.²

Together we can help millions of people see the terrible consequences of thoughtless consumption and weak environmental policies. We'll show that it's not too late to save our fellow earthlings.

Please click here to help us create the ad -- and to see the last video footage of the Laysan flightless rail and Laysan honeyeater, recorded just before they went extinct.

We need to raise \$75,000 in the next month to produce and distribute the *Extinction Crisis* ad. If 1,000 people contribute \$50 each, we can begin production right away.

The Center's polar bear television ad has been seen over 90 million times nationwide since airing in January 2009. Imagine what we can do by focusing on hundreds of species.

Thanks for all your help,

A handwritten signature in black ink that reads "Kieran Suckling".

Kieran Suckling
Executive Director
Center for Biological Diversity

P.S. We need your help today to spread the word about the extinction crisis -- **please make a gift.**

If you have trouble following the links above, go to https://salsa.democracyinaction.org/o/2167/t/5243/shop/custom.jsp?donate_page_KEY=5183.

1 American Museum of Natural History. 1998. Biodiversity in the Next Millennium.
2 International Union for the Conservation of Nature. 2009. Red List.