

Date

Mr. John M. Fahey Jr.
President and CEO
National Geographic Society
1145 17th Street NW
Washington, DC 20036.

Dear Mr. Fahey,

I am writing to urge the National Geographic Society to use 30% post-consumer recycled content in its five magazines. Given the mission of your organization, I am sure you would like to protect the endangered forests your articles highlight if you can find a financially viable, aesthetically pleasing solution.

According to the non-profit Redefining Progress (www.ecologicalfootprint.org), North Americans have an enormous impact on the Earth because of the sheer volume of natural resources we use compared to those on other continents. One way to reduce our negative environmental impact is to buy goods that contain recycled content. If more published materials were printed on recycled content paper, we could reduce pressures on threatened forests and save water and energy (e.g., manufacturing paper from paper uses 60% less energy than manufacturing paper from trees).

The National Geographic Society has the opportunity to lead the way for other large magazine publishers like Time Warner and Conde Nast to support the recycled paper industry and reduce the enormous demands our society places on the forests of the Earth. I presume that your readers would be willing to pay a few pennies extra per issue to help protect the precious natural legacy that National Geographic celebrates. If you ask them, their answers may surprise you.

Sincerely,

Your name