



Avon Hello Green Tomorrow Fact Sheet With Only \$1.00 You Can Help Restore the Atlantic Rainforest

overview The destruction of the world's rainforests is an urgent environmental crisis, impacting air, water, animals, birds and people. Forests are literally the "lungs of the earth" and vital to our very survival. To ensure a greener tomorrow, we must act now. All it takes is \$1 to plant a tree in the South American Atlantic Rainforest, one of the most endangered sites in the world, with only 7 percent of the original forest remaining.

Join Avon Products, Inc. **Hello Green Tomorrow**, along with The Nature Conservancy and the UN Environment Programme, in the first-ever *global* mobilization effort to help restore the Atlantic Rainforest for the next generation. The power of our combined efforts will make the difference for our planet and our lives, one tree at a time.

scope The world's rainforests are being destroyed and reversal of deforestation is an urgent global priority. Burning and clearing of forests accounts for roughly 15-20% of greenhouse gas emissions annually, while also threatening biodiversity and millions of people who depend upon the forest watersheds. Rainforests plays a special role in fighting climate change by helping eliminate toxic chemicals like carbon dioxide from the atmosphere. As UK Prime Minister Gordon Brown said in Copenhagen, "the rainforests provide a global service in soaking up the pollution of the world."

No tropical forest on Earth is closer to complete destruction than the Atlantic Rainforest, which stretches across parts of Brazil, Argentina and Paraguay. Once the size of the U.S. seaboard from Maine to South Carolina, ninety-three percent has been lost. The Atlantic Rainforest is also home to a remarkable array of wildlife and almost unparalleled biological diversity, including 20,000 species of plants, many found nowhere else on Earth. Avon is committed to help save this natural treasure.

join Avon Hello Green Tomorrow makes it possible for every individual to make a difference. Trees planted in the Atlantic Rainforest through Avon Hello Green Tomorrow will be carefully managed by The Nature Conservancy and local conservation partners, and each tree contributes to the United Nations Environment Programme *Plant for the Planet: Billion Tree Campaign*. Avon kicked off Hello Green Tomorrow by committing to plant 1 million trees. Forests like the Atlantic Rainforest play a particularly special role in the fight to end global climate change and its restoration will ultimately remove 10 million tons of carbon dioxide from the atmosphere every year.

Now it's your turn. Small actions grow into big changes. See your Avon Sales Representative or visit LOCAL URL or hellogreentomorrow.com and help us grow for a better tomorrow.

*** For press inquiries, please contact LOCAL PR CONTACT INFORMATION