



MONTHLY NEWSLETTER, April 2009

## Keeping the pressure on Kimberly-Clark

We're keeping the pressure on Kimberly-Clark (K-C), maker of Kleenex and other disposable paper products made in part from ancient forests. Thanks to YOU, our latest video about the forest destruction caused by Kimberly Clark was the most watched Nonprofits & Activism video on YouTube the day it came out! Today we've launched a new video spoofing the latest Kleenex commercial "Feels good to feel." [Take a look](#) and help us push our new video to #1!

We've got even more good news from our Student Network: Bookstores at Regis University; University of Indianapolis; Goucher College; St. Mary's College of Maryland; and Kalamazoo College have signed our Forest Friendly Bookstore Challenge. They've all pledged not to use Kimberly-Clark products until the company improves its fiber sourcing practices and policies. Also, the student union of Lakehead University in Thunder Bay, Ontario - a company town established by Kimberly-Clark in what was once Boreal forest - sent a letter to the company stating that they will never consider K-C products until the company cleans up its act.

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## Save the Polar Bears!

There are only 21 days left to save the polar bears. Secretary of the Interior Ken Salazar has until May 9th to rescind the reckless regulations passed by the Bush Administration that gut the protections afforded to polar bears under the Endangered Species Act. Arctic sea ice - critical habitat for polar bears - is literally melting away at an alarming rate thanks to global warming. With a single stroke of his pen, Secretary Salazar can restore the Endangered Species Act protections and save the polar bear. [Urge](#)

Check out our latest videos on the [Greenpeace USA YouTube channel!](#)

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**Kleenex comes with more than a feeling**



Kimberly-Clark and its brands like Kleenex, Scott, Cottonelle, and Viva sources some of its wood pulp from virgin forest, including the ancient Boreal forest in Canada. The company has launched a big marketing campaign to try and tell consumers that it "Feels good to feel" their tissues. But with virgin forest in every box, Kleenex comes with more than a feeling. [Watch the video >>](#)

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him to do so now, and then ask your friends and family to sign the petition too.

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## Chernobyl anniversary reminds of of nuclear risks

April 26th marks the anniversary of the Chernobyl nuclear disaster, a catastrophe that devastated the lives of millions of people in Belarus, the Ukraine and Western Russia. According to a report written by the institute that designed the Chernobyl reactor, the accident wiped out the entire value of the Soviet nuclear program, meaning that they would have been better off had they never split their first atom. Even after 23 years, millions of people are still dealing with the health effects of the Chernobyl disaster, which released 100 times more radiation than the atom bombs that were dropped on Japan at the end of World War II.

It important that Americans realize that every one of the 104 U.S. nuclear reactors holds the potential for a Chernobyl sized radioactive disaster. As the nuclear industry runs reactors longer and harder than ever before, we need to remember that the containments on U.S reactors were never designed to handle a nuclear meltdown. And as the nuclear industry attempts to paint itself as "clean and green," the Chernobyl anniversary is a stark reminder that splitting atoms is inherently dangerous and that there is no such thing as a "safe" dose of radiation.

You can read Greenpeace's report American Chernobyl by [clicking here](#).

## Tuna - Open up a can of the truth



Have you ever wondered what goes into your can of tuna fish? Turtles, marine mammals and even ocean habitats are endangered or destroyed by pirate tuna fishermen who go to any length necessary to catch tuna. As more and more people get an appetite for tuna, less and less can be found in our oceans. [Watch the video >>](#)

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