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# PAUL NEWMAN

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Dear Friend,

I feel it is my obligation as one concerned citizen to another to alert you to the growing number of threats -- almost hidden threats -- to the quality of your life.

You already know it's no longer possible to assume the safety of the air you breathe, the water you drink, the food you eat. What is truly shocking is the degree of contamination you are involuntarily exposed to. Your health and well-being are endangered by the spreading pollution in the environment.

Consider this: The World Health Organization estimates that 75% to 85% of all cancer in human beings is caused by man-made substances introduced into our environment. The National Cancer Institute estimates that between 60% and 90% of cancer in humans is environmental in origin.

Alarmist? If anything, not enough is being done to alert the people of this country to what is being inflicted on them!

What you are going to learn in the next few minutes is not only the seriousness and scope of these problems, but a simple step you can take right away to protect yourself from environmental hazards and to help check their spread.

There is an organization -- it's called the Environmental Defense Fund -- that was established solely to safeguard you from these actions which contaminate your food, water, air and surroundings.

The Environmental Defense Fund (EDF) is an outstanding example of public interest teamwork in action. It is a corps of topnotch lawyers and scientists working together with volunteers, staff and over 50,000 members of the organization. Since 1967, when the organization was first formed, EDF has (1) uncovered case after case in which your health and well-being were threatened because of short-sightedness or indifference on the part of industry and government, and (2) strived to put a halt to these dangers by every legal means within its grasp.

I wish I could report to you that EDF has been successful in all its efforts. It hasn't. But it does have an outstanding record of achievement as guardian of the public interest. And in this day and age when we, the public, seem to have lost confidence in institutions of any sort, it's heartening to know there is a force like EDF -- a dedicated organization that has proven its real concern is to protect you and me from the irresponsibility and neglect which destroy our environment.

EDF achieves its work through scientific investigation, legal action and public education. You are about to discover what it has accomplished, why it has done it, and what role you can take in the future life-saving tasks of this exceptional organization. Before you do, however, it's important you understand a key aspect of EDF's work: the Environmental Defense Fund is not against progress or industrial development. BUT -- when people seek to make great profits at the expense of the public's health and well-being, and when government agencies, designed to protect you from environmental harm, fail to fulfill their role (and too often that is just what happens) -- then the scientists, lawyers, Board of Trustees, Scientists Advisory Committee, Litigation Review Committee, volunteers and members of EDF feel it is their duty to act in defense of the public interest.

EDF acted ...

to clean up America's drinking water. Concerned by the threat of continued poisoning from industrial wastes, EDF compiled a report indicating that 20% of the total cancer deaths in the New Orleans area could be due to cancer-causing chemicals in the drinking water. EDF's report not only brought about passage of the national Safe Drinking Water Act of 1974, it also spurred the Environmental Protection Agency to conduct an emergency 80-city survey of carcinogens in drinking water. Other tests disclosed that key areas in Mississippi, Indiana, Iowa, Minnesota, California, New York, Ohio, Massachusetts and other states have unsafe, polluted drinking water. Shocking? You bet! That's why EDF took action. The Environmental Defense Fund has emerged as one of the major forces in this country working to alert the public to the dangers of our polluted drinking waters.

EDF acted ...

to identify DDT as a potential cancer-causing agent and to alert the public to its long-range consequences. EDF lawyers then went into action and fought to ban the use of DDT. The case lasted six years in the federal courts, but EDF finally won. The Environmental Protection Agency banned nearly all domestic uses of DDT.

EDF acted ...

to reform pricing of electric power. After an intensive three-year campaign, EDF won a decisive case in Wisconsin in 1974. Since then, EDF efforts have brought about major rate hearings in California and New York. In both states, the Federal Energy Administration has intervened in favor of peak-load pricing, as advocated by EDF. Peak-load, or time-of-day pricing, discourages consumption during peak hours by charging lower rates for off-peak usage, as with telephone rates. This gives consumers the opportunity to reduce their electric bills, reduces the need for new power plants and reduces the use of outdated, environmentally unsound facilities. In short, EDF is leading a significant nationwide utility rate reform effort.

EDF acted ...

to bring about reforms in Federal water resources policy. Too many of our river resources have been degraded with dams, channels, canals and waterways whose benefits are dwarfed by the devastation they cause to the environment (not to mention their high cost to the taxpayer).

EDF acted ...

to successfully ban virtually all uses of aldrin and dieldrin, two cancer-causing pesticides that were found in most of our foods. This victory came after a four year court battle.

to replace an all-chemical approach to pest control with a modern, integrated control which would use a pest's natural enemies in conjunction with compatible chemical pesticides where necessary.

to protect the wildlife and natural resources left for us to enjoy. Among its recent cases, EDF has acted to put an end to the needless killing of more than 200,000 porpoises each year by tuna fishermen.

In small towns and big cities, in our nation's capital and in state capitals across the country, EDF is at work for you -- not just attacking what is wrong, but convincing government and industry that there are workable means of progress and growth which are scientifically sound, economically viable and socially beneficial.

We are proving that good ecology is good economics!

Some people ask, "Shouldn't we leave what EDF is doing up to the government?" No, we shouldn't. Certainly, recent history has shown us how much government agencies respond to pressures from special interest groups. As a result, they often don't adequately enforce the laws designed to protect our environment. EDF has shown that its action through the courts and administrative proceedings is one of the most effective ways to get government agencies to respond to the needs of the people.

I am a member of the Environmental Defense Fund. There are over 50,000 other members plus a dedicated team of environmental scientists and lawyers plus the 700 Member Scientists Advisory Committee (our country's best!), plus volunteer workers ...

plus -- we hope -- you.

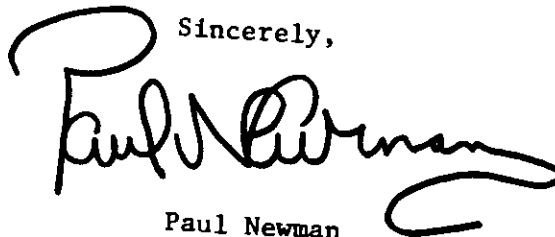
It's hard for anyone not to be concerned about what's happening to our environment. But being concerned isn't enough. We've each got to do something to save ourselves and our environment before it's too late. We can't afford to hide our heads in the sand and pretend that these problems will go away by themselves. They won't. We must confront them head-on ... get to the causes of them ... find workable solutions to them.

That's why over 50,000 people have joined forces in the Environmental Defense Fund. That's why I urge you to join EDF.

Enclosed with this letter, you'll find an EDF Membership Form. The basic membership fee is just about 4¢ a day -- surely a small sum when you consider all that it will do for you.

It's your world. Help protect it.

Sincerely,



Paul Newman  
for the Environmental Defense Fund

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P.S. As a member, you'll receive bi-monthly issues of the EDF Newsletter, keeping you informed of major environmental issues, as well as the work and progress of EDF.

**Environmental Defense Fund**

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