

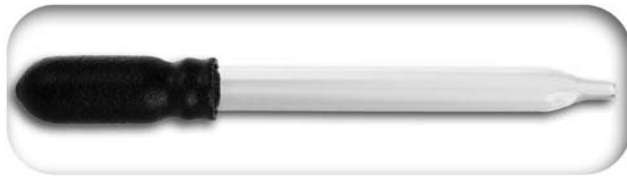
## Pop Quiz:

Just an eye dropper full of \_\_\_\_\_  
*(fill-in the blank)*  
is enough to poison this 20-acre lake!



Finding the ways that work

257 Park Avenue South, New York, NY 10010



**Here's a Hint:**

It's the most toxic non-radioactive element on the planet...  
yet 35 tons end up in our lakes and streams every year!



## **MERCURY:**

Just this much puts kids at risk of ...



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- ✓ ***Mental Retardation***
- ✓ ***Cerebral Palsy***
- ✓ ***Deafness***
- ✓ ***Blindness***
- ✓ ***Learning Disabilities And More ...***



Finding the ways that work

257 Park Avenue South, New York, NY 10010



Imagine what 35 tons of this stuff can do!



*Angie thought she was doing everything right  
to keep her baby safe and healthy ...*

Month XX, 2011

Dear [salutation],

It was Angie's first baby, and she was determined to do everything right.

She exercised. She avoided caffeine and alcohol.

She drank orange juice and ate lots of leafy greens. And thinking it was healthier for her baby, she often chose tuna salad or sea bass over a burger or steak.

Angie did everything she could to make sure her baby entered our world with a bright future ... with every opportunity to grow up healthy and happy in a place like [donor city].

But there's one thing Angie didn't count on, [salutation] – an odorless, tasteless, deadly poison that put her baby in terrible jeopardy!

Angie didn't know that her seafood was laden with *mercury* – a neurotoxin and one of the most dangerous substances on the planet.

## Poisoning Her Baby?

The tragic impact of mercury on human health is shocking. But let me emphasize this *before* I tell you more about the consequences of exposure ... *before* I tell you how such a terrible poison ended up in this loving mother's body:

You and I, acting together, can put an end to the pollution that jeopardizes the health of countless mothers and children every year!

When you partner with Environmental Defense Fund (EDF) now, you'll insist ...

*(over, please)*



*One in six American women  
has blood mercury levels  
high enough to harm her  
developing baby.*

that our nation's biggest polluters clean up their act. And you'll fight for the clean air and clean water that all Americans deserve.

In the safety of a mother's womb, no child should be poisoned. Yet this is exactly what happens to nearly half a million babies every year – thanks to the massive amounts of toxic mercury emitted from America's coal fired power plants.

While Angie did her best to nourish her developing child, the mercury in her body posed a horrifying hazard to her unborn child!

## Robbed of Potential Before They Crawl!

As her baby hungrily absorbed the nutrients needed to grow her tiny brain and body, mercury put this innocent child at great risk of being born with:

- ✓ cerebral palsy
- ✓ mental retardation
- ✓ blindness
- ✓ even deafness.



Children exposed to mercury in the womb or during the first several years of life often have trouble learning to walk and talk.

And later, these children may suffer from neurological deficits that make it a struggle to read, write, remember and learn.

*Babies and young children are especially susceptible to the harmful effects of mercury.*

*For nearly half a million children each year, much of their promise and potential is robbed from them – before they even get a chance to crawl!*

It's a stunning injustice ... one you and I must work to end today ... because women and children are certainly not the only victims of mercury pollution. Exposure ... to this toxic element puts all people – and our environment – at risk.

As your eye dropper illustrates, even a small amount can do massive harm. Less than a

*(continue reading)*

dropper of mercury can contaminate fish in a 20-acre lake!



*Coal-fired power plants are the number one source of unregulated mercury emissions in the United States.*

Yet every year, coal-fired power plants spew 35 tons of it into our air!

Unlike some of the other hazardous toxins produced by power plants, you don't have to live nearby to be affected.

Carried hundreds of miles by wind, this poison ends up in lakes and rivers far from its original source.

And once mercury enters the water, it is absorbed by fish ... fish that are served to us in restaurants, fish we buy at the grocery store, fish we catch and eat ourselves.

## The Appalling Truth

Did you know? Even two meals per week of popular seafood like shrimp, salmon, pollack or tuna are enough to put a pregnant woman and her baby at risk!

Most people are taken aback when they learn this appalling truth, which explains why one in six women has blood levels high enough to permanently affect her baby's neurological development!

But it also means that countless adults are adversely impacted by mercury every year without ever knowing the source of their illness.

Puzzling symptoms like hair loss, fainting spells and chronic stomach problems can often be traced to diets high in fish contaminated with mercury.

Mercury is responsible for a number of serious, long-term health problems, including memory loss, tremors, vision loss and numbness of the fingers and toes. It can also harm fertility and blood pressure regulation.

New evidence suggests that mercury exposure may even lead to heart disease!

*(over, please)*

As mercury saturates our environment, it also threatens wildlife in big ways.

Scientists have found alarming levels of mercury in a wide range of species – including birds, mammals, reptiles and amphibians.

These animals exhibit a wide range of abnormalities. For instance, birds may lay fewer eggs and have difficulty caring for their chicks, while mammals with impaired motor function may find it more difficult to hunt.

## The Dirtiest Truth of All!

While mercury is among the most toxic substances pouring out of smokestacks at dirty, coal-fired power plants, here's the dirtiest truth of all:

This toxin is only one of the perilous pollutants putting our air, our communities and our children at risk. Arsenic, lead, dioxin and acid gases make our most basic act – breathing – a deadly activity.

And the quantity of emissions is staggering! Every year, coal-fired power plants release more than 386,000 tons of pollution, containing at least 84 toxins, into our air!

These pollutants add to the horrors of mercury exposure – causing chronic asthma, birth defects, heart attacks, lung disease, strokes, bronchitis, cancer, skin conditions, immune deficiencies, reproductive problems, even premature death!

Plus, these pollutants contribute to the greatest environmental crisis that looms over your head and mine – global warming!

It's time to end the assault on our health – and our environment! Today!

For decades, utilities have evaded regulation. They've refused to install affordable



*As of 2008, nearly half of all U.S. river miles and lake acres were under advisories due to mercury contamination.*

*(continue, please)*

pollution controls that would protect our communities and save thousands of lives.

But the Environmental Protection Agency (EPA) is finally prepared to stand up to these powerful polluters!

A landmark rule would require all U.S. power plants to install the best available pollution control technology, resulting in ...

- ✓ Reductions in mercury pollution that exceed 90%!
- ✓ The prevention of 17,000 premature deaths per year!
- ✓ 120,000 fewer cases of childhood asthma!

And that's just the beginning! While the benefits to health and the environment are too great to calculate, the installation and maintenance of this new technology will also stimulate the economy and provide hundreds of high-paying jobs!

## Critical Need to Act Now!

But you can bet that big polluters won't go down without a fight. Rather than comply with EPA's new rule, utilities are spending billions to oppose it.

Meanwhile, the Clean Air Act is under attack in Congress! This law has already saved countless lives, and it's expected to save another 2.2 million lives this decade ...

Yet politicians are pushing for a vote to dismantle the most vital protections for our air and water – to give big handouts to big oil companies and corporate polluters!

That's why I urge you to join Environmental Defense Fund (EDF) – and take action to fight for clean air and water today!



*Countless American children and adults are sickened each year by toxic air pollution from power plants.*

*(over, please)*

We cannot allow these big polluters to continue to get away with murder. For far too long, they've poisoned our children and our environment – even when they had the power to shrink their long, toxic shadows.

And they'll continue this assault today ... unless you and I say, "No More!"

Together, we can put an end to toxic mercury – and keep the Clean Air Act strong. But we won't succeed unless you take urgently needed action now. So, please ...

- ✓ Use the labels I sent to express your support for clean air and water.
- ✓ Send your tax-deductible gift to help EDF secure this vital victory!

For more than 40 years, EDF has worked to create solutions for our most pressing environmental problems. And for 40 years, we've been getting big results.

Through support from people like you, EDF won a ban on DDT and put hunted whales on the endangered species list. In 1990 we led the charge against acid rain. And today, we're leading the battle against global warming.

Join the winning team today! Help EDF ensure vital protections for our air, our water and our children when you send your most generous gift now!

Winning Victories for People  
and Our Environment!



Fred Krupp  
President, EDF

P.S. When you give \$25 ... \$50 ... \$100 or more now, you'll help preserve our most precious resources for generations to come!

Finding the ways that work  
**For all of us!**

**YES**, I agree! Big polluters must clean up their act. Use my gift to protect our air, our water – and our children – from toxic mercury and other hazardous pollution:

\$XX  \$XX  \$XXX  \$XXX  Other: \$ \_\_\_\_\_

Please make checks payable to **Environmental Defense Fund**.

I'd like to make my gift by credit card. (Please see reverse.)

Please send us your email address: \_\_\_\_\_

*EDF will not share your email address.*



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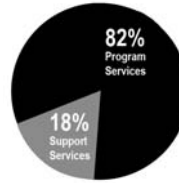
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## Our Story

Environmental Defense Fund (EDF) traces its beginnings to a small group of scientists fighting to protect people and wildlife from the harmful effects of the poisonous pesticide, DDT. These scientists had a novel idea – to take their battle to court. And after five years of determination, they won. It was a monumental victory for ospreys, eagles, falcons and people. It was also the birth of modern environmental law.

## Winning Victories – for You

In the 40 years since then, EDF and its science-based approach has taken one novel approach after another, winning victory after victory for people and the environment. Over four decades, EDF has taken up the most pressing environmental problems and worked toward solutions that are nonpartisan, cost-efficient and fair.

EDF has worked tirelessly to defend our most precious resources – from our wildlife and natural resources to our children. When whales were teetering on the brink, EDF got them the protection they needed. When lead in gasoline was poisoning our children, EDF helped phase out this lethal toxin. And today, as global warming threatens us all, EDF is on the frontlines once again – leading the charge to cut the emissions that put our future at risk.

## A Name You Can Trust

Today EDF is a well-respected leader in sound environmental science and policy, enjoying a reputation which is crucial to getting the job done. The Wall Street Journal has dubbed EDF “one of the hottest environmental groups around.” Today that’s evidenced by growing ranks of loyal EDF supporters, who now number half a million – and counting.

If you care about people and the environment, if you want to find solutions that work for us all, I hope you’ll join the EDF family today. Each new voice helps us win bigger victories – for today and tomorrow.

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