



EARTHWORKS JOURNAL

SUMMER 2005

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Stephen D'Esposito
President
EARTHWORKS

“The integrity of jewelry depends upon trust of consumers... [w]e are selling dreams and emotion, and this requires special care in order to be preserved.”

Matthew A. Runci,
President,
Jewelers of America

The Coming Battle over Your Gold Jewelry—Hold on to Your Emotions

Matthew A. Runci, the President of Jewelers of America, the U.S. trade association for retail jewelers, is now officially worried about how the public perceives gold and diamond jewelry. Runci backed up his concerns with research when he spoke recently at a trade show in Las Vegas. He said that research shows that 90 percent of consumers would switch buying habits as a result of negative product perception and that 86 percent would switch to a brand associated with a positive cause. Further, 85 percent said they would consider social responsibility in their product purchase. Those are pretty good numbers.

And because, as Runci says, the jewelry industry is selling “dreams and emotion” there is reason for the jewelry industry to proceed with care. After all, it is society itself that has chosen to express values like love, friendship, commitment and romance by exchanging gold wedding rings. There is nothing inherent in the ring itself that imbues it with these values. Let’s face it: diamonds are forever because that’s what DeBeers tells us. And it works, as long as we, as consumers, choose to believe it and make buying decisions on that basis.

Our wedding ring may give us a certain kind of buzz, when we get it, but it’s not like the morning buzz that we get from coffee or the special satisfaction that we get from cocoa. It’s not like the wood that we use to build our house or the paper that our laser-jets print on. And it’s not like the fish that we eat or the organic food that we may choose to buy for our meals. Gold and diamonds are different, in many ways unique, because as Runci said, a jewelry purchase is about intangible things like dreams and emotions, and not about filling our stomachs, jump-starting our mornings or the 2x4’s we’re using to remodel the garage.

What Runci and other jewelers fear is that the public might change their perceptions once they learn about the on-the-ground impacts that too often result from mining gold, silver, platinum and other metals. The human rights abuses and death that can result from mining and trading diamonds and gold and the historic role that these minerals have played in fuelling conflicts in unstable regions. The streams or rivers that can run orange from acid drainage—seeping from mine sites and the pollution that lasts for hundreds of years. The cyanide spills from mines that have resulted in massive fish kills. The mercury spills that have harmed people near mines and the mercury air emissions that can result from processing gold. This can be emotional stuff, particularly if you live near a mine—or a proposed mine. For example, the town of Rosia Montana, in Romania, where a company wants to dig a big open-pit gold mine where the town sits. It will get emotional if you live in Rosia Montana. And it will get emotional if you are the Shammel family in Montana and the wells on your ranch are polluted from mining.

There’s only one solution to the problem faced by Jewelers of America. It’s time to make jewelry about more than just dreams and emotions. It’s time to add environmental, human rights and social dimensions to jewelry. To make sure that jewelry is sourced from operations that follow the highest environmental, human rights and social standards. We need a system that guarantees customers that they are buying a ring that is from a safe source, and an environmentally responsible source.

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Cavich Creative LLC
www.cavich.com



The key question is this—what standards must be followed to create a responsible source for the gold, diamonds and other precious metals that end up in jewelry? And this is a \$45 billion question (the annual sales figure for retail jewelry in the US)!

This is where the battle for your emotions is likely to come into play. Some in the mining sector are out to convince retail jewelers that they are already producing responsibly-sourced minerals—all that's really needed is for a few mining companies and jewelry retailers to launch a major marketing effort and the problem will be solved. In this scenario, all you need is speed and the right public relations firm—get to the microphone quickly and announce that you have the problem solved. But history shows that an approach driven primarily by concerns about public perception is likely to be a losing and costly proposition. It's a gambit that can make or break careers and reputations. The problem with this strategy is that it ignores reality—the real, tangible environmental and social problems still being faced at mining sites around the world. What happens the first time one of the “responsible” companies who are part of this exercise has a major cyanide spill or accident at one of their mines?

And what about the reaction from the families with polluted wells in Montana and those that live in Rosia Montana? They will get even more emotional, because no one likes the wool to be pulled over their eyes. And what about the NGOs like EARTHWORKS, Oxfam, Greenpeace, Amnesty International, Rainforest Action Network and Global Witness who find that the rush to market a “solution” fails to address the real problems?

Fortunately, there are a number of leaders in the jewelry retail sector and in mining companies who want to address the real issues, and take the time necessary to create real solutions, rather than rush to the microphone. The jewelry retailer Tiffany & Co. has gone on the record calling for responsible sourcing of metals. The mining firm BHP-Billiton has made a public commitment to protect rivers and the seas from mining wastes; the company has a written policy that it will not use ocean or riverine disposal of mine wastes.

So get ready, the battle will be engaged in emotional terms. You can count on EARTHWORKS and its partners to fight until the problems are actually solved. After all, there is a lot at stake: safeguarding human rights, communities, and our environment; love, friendship, commitment and romance; the brand equity of companies like Cartier, Tiffany & Co. and Zales – and \$45 billion.

And Runci is right, our dreams are at stake. But so are human lives, biodiversity, clean water, and natural treasures—which is why this cannot be just a public relations exercise, but must be about real, tangible and verifiable changes in the way that the mining sector goes about its business.

Stephen D'Esposito
President

In The News

COURT REJECTS ROCK CREEK MINE

In March 2005, a federal district court ruled in favor of grizzly bears, bull trout and the people of Montana by rejecting the U.S. Fish and Wildlife Service's approval of the proposed Rock Creek Mine.

The U.S. Fish and Wildlife service will now have to create a new biological opinion, which could take a year or two to develop. EARTHWORKS, along with the Rock Creek Alliance and the many other organizations involved, will continue to work to protect this remarkable place from inappropriate mineral development and pollution.

More Info:

www.rockcreekalliance.org

BLACKFOOT RIVER PROTECTED

In June, Montana's highest court ended a 5-year legal showdown over Montana's historic ban on cyanide leach mining. The court ruled unanimously against Canyon Resources, the Colorado mining company that filed a “takings” suit against the State of Montana, claiming that the State could not pass a law that prohibits the development of its proposed cyanide leach mine without compensating the company for the financial loss. The Supreme Court also stated that because the right to a clean and healthful environment is guaranteed in the Montana constitution, Montana voters were not out of line when they banned a mining method that uses a toxic substance like cyanide.

Hydraulic Fracturing: Our Drinking Water at Risk



Download the report online:
www.ogap.org

In 1949, the Stanolind Oil Company and Halliburton Oil Well Cementing Co. performed the first hydraulic fracturing operation. Gasoline, napalm, crude oil and sand were injected into the ground until the pressure was so great that the oil-bearing formation cracked apart. The sand remained in the underground fractures, propping them open, allowing more oil to flow to the well. According to Halliburton, this process “was to forever change the workings—and fortunes—of the energy business.”

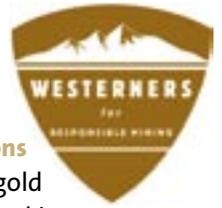
drinking water aquifers. But in the 1980s, the extraction of methane gas from coal seams began to occur, and hydraulic fracturing was successfully applied to stimulate the production of coalbed methane (CBM). Most CBM formations are shallower than conventional oil and gas reservoirs, and in many cases the coals are located very close to drinking water aquifers.

According to the EPA, in some cases hydraulic fracturing fluids are injected directly into underground sources of drinking water. Although today it is more common to use water mixed with chemicals and sand than napalm and gasoline; that is little solace to nearby

Early hydraulic fracturing occurred in formations much deeper than typical

Laura Amos is a landowner from Silt, Colorado whose family's water well was blown up “like a geyser at Yellowstone National Park” during hydraulic fracturing operations that occurred less than 1,000 feet from her home. She has since suffered from a rare adrenal gland tumor, and watched her family's land become a worthless industrial wasteland.





Mercury Rising

Gold mines are the 5th largest source of mercury air emissions

in the nation—and there are no regulations that require gold mines to control mercury emissions. EARTHWORKS is working hard to change that.

Mercury is recognized by public health officials as a dangerous toxic metal, particularly to children. Exposure to mercury can cause severe neurological and developmental problems. According to a 2005 study, between 317,000 and 637,000 of the 4 million children born each year in the U.S. are exposed in the womb to mercury levels above the EPA's safety level.

Mercury in the air eventually ends up in our rivers and lakes where it can be taken up the food chain and become concentrated in the fish we eat. State fish advisories, which warn individuals to limit or avoid consumption of local fish, have been steadily rising in the past decade. Fish advisories for mercury in the U.S. cover more than 750,000 miles of rivers and streams and 13 million acres of freshwater lakes.

This spring, EARTHWORKS, and our partners Great Basin Mine Watch and Idaho Conservation League petitioned the EPA to develop standards that limit mercury emissions from gold mines. We need clear and enforceable regulations to ensure that children have the best possible chance for a healthy and productive life. 

For more info visit: www.bettermines.org



A cluster of large gold mining operations in northern Nevada spew thousands of pounds of mercury into the air each year, placing downwind communities and neighboring states at risk.

communities where toxic chemicals such as diesel fuel, formaldehyde, hydrochloric acid and ethylene glycol are still used.

By the mid-1980s CBM development and hydraulic fracturing of coal formations was firmly established in two regions: the Warrior basin of Alabama, and the San Juan Basin of Colorado and New Mexico. About this time, landowners began to experience changes in water quality and quantity. Stories of explosive levels of methane in homes, numerous wells simultaneously going dry, and gobs of substances smelling of petroleum coming from drinking water wells were not uncommon.

The oil and gas industry argues that the chemicals that they use are injected in such minute concentrations that they pose no threat to drinking water. Yet, the EPA has found that at least nine fracturing chemicals are injected at concentrations that endanger human health if ingested.

In the late 1990s, the industry began lobbying the government to exempt hydraulic fracturing from federal drinking water regulations. During 2003 and 2004, the Bush administration supported a provision in the national energy bill to exempt hydraulic fracturing from regulation under the Safe Drinking Water Act. Fortunately the energy bills did not pass, but the same provision exempting hydraulic fracturing from EPA regulation is included in 2005 energy legislation.

The Oil and Gas Accountability Project (OGAP) has been working closely with affected landowners, scientists and lawmakers on efforts to prevent the hydraulic fracturing exemption from passing. In April, 2005, OGAP released a report entitled *Our Drinking Water At Risk: What EPA and the Oil and Gas Industry Don't Want Us to Know About Hydraulic Fracturing*. The report, which is a critique of the science used to evaluate hydraulic fracturing chemicals and the risk they pose drinking water, has garnered national media attention, and has been used to educate lawmakers on the need to continue regulating hydraulic fracturing under the Safe Drinking Water Act. 

Undermining the Great Land: A New Threat to Alaska

By Scott Brennan



About the Author:

Scott Brennan is the Director of Alaskans for Responsible Mining, a voluntary association of non-governmental organizations working together to raise public awareness of the impacts of the mining industry to Alaska's watersheds, wildlife, fisheries, communities and public health and to reform Alaska's inadequate mining laws.

To learn more visit:
www.reformakmines.org

As the battle over the Arctic National Wildlife Refuge has drawn the nation's attention, a vast new threat to Alaska's landscapes, biodiversity, communities and human health has crept onto the scene. Touted by some as Alaska's "second gold rush," a dramatic increase in hardrock mining activity now threatens millions of acres of the state.

Alaskans have reason to be worried:

- Alaska's Red Dog Mine is the single largest source of toxic releases in the U.S.
- In 2003, three of the four largest industrial spills in Alaska, including the largest of all, came not from oil and gas operations but from hardrock mines.
- New development plans could double or triple current mining operations in the state.

In perhaps the most egregious example of ill-advised development, the State of Alaska and a handful of mining companies are attempting to develop a 746-square mile mining district—including North America's largest proposed open pit gold mine (the Pebble Mine)—between Katmai and Lake Clark National Parks in the headwaters of the Bristol Bay Watershed, arguably the most productive salmon ecosystem on Earth.

The open pit, waste rock storage and tailings lagoon at the Pebble Mine would cover an area the size of Manhattan, nearly 20 square miles.

At the same time, the Bureau of Land Management recently announced it is working to open nearly all of its 3.6 million acres of land in Bristol Bay to hardrock mining.

In a recent interview with the Anchorage Daily News, former Republican Governor of Alaska Jay Hammond put this threat in perspective.

"To say environmentalists and commercial and sport fishermen are apprehensive is a gross understatement. Were someone to ask where in Alaska I would least wish to see a project of this nature, I'd be hard-pressed to find one less desirable."

The Bristol Bay drainages produce the world's greatest commercial salmon fishery and world famous sport fisheries for salmon and trout. These fisheries have long been an integral part of the State's economy and have provided thousands of jobs and immeasurable benefit to Alaskans.

In addition to Iliamna Lake—Alaska's largest body of freshwater and America's last undeveloped "great lake" the size of Lake Erie—and Bristol Bay itself, threatened waters downstream from the proposed Bristol Bay

ALASKANS FOR RESPONSIBLE MINING



Many of the remote Native communities affected by the proposed mining district rely heavily on subsistence hunting and fishing; salmon are still prepared and dried on the banks of the Kvichak River in the traditional manner.



The Bristol Bay region attracts more wilderness recreation than any other area of the state.

Mining District include Talarik Creek, and the Mulchatna, Nushagak and Kvichak rivers.

These waters are home to...

- The world's largest Sockeye Salmon run – in the Kvichak River drainage
- The largest Chinook Salmon run in Alaska and perhaps the world – in the Nushagak/Mulchatna River drainages
- Alaska's first designated trophy trout area
- All five species of Alaska's Pacific Salmon
- One of only two populations of freshwater seals in the world

This unprecedented risk to Alaska has begun to forge some unique alliances.

Brian Kraft, owner of the Alaska Sportsman's Lodge on the Kvichak River for the past dozen years, and a North Slope Roughneck and professional hockey player for a decade before that, has founded the Bristol Bay Alliance (www.bristolbayalliance.org) as a forum for education and organizing in response to this threat.

At the same time, Native villages in the region have passed strong resolutions against the proposed Pebble Mine and Bristol Bay Mining District, citing threats to subsistence resources and a rural way of life as their chief concerns. Karen Stickman, a native of Nondalton (the village nearest the proposed Pebble Mine), explained the significance of this threat to Alaska Natives in the region.

"This area is the foundation of local native people," Stickman said. "People have lived and survived here without a mine for centuries. If this mine happens, my grandchildren won't see the way of life that I have seen or that my children have seen." 

"It seems irrational to spend billions of dollars digging up pristine Alaska to mine gold, only to take the gold and bury it in the vault of some bank. The increase in the world supply of gold serves virtually no economic purpose, other than a hedge against uncertainty."

PJ Hill, Associate Professor of Economics at the University of Alaska Anchorage



*"These pure waters and healthy spawning grounds support a large subsistence population, the largest commercial fishery in the world, and a very solid sport fishing industry," **Brian Kraft** (pictured right) said in a recent interview. "An enormous new mining district could ruin our world-renowned fishery. This proposed mining district is not a done deal and we want to have a voice in what happens to our lands."*



Sign the pledge.

"I support the No Dirty Gold campaign to end destructive gold mining practices. I call on retailers and manufacturers of gold jewelry, electronics, and other goods to work to ensure that the gold in their products was not produced at the expense of local communities, workers, and the environment. I demand that the global mining industry provide retailers and consumers an alternative to dirty gold."

Goldzilla Takes Manhattan

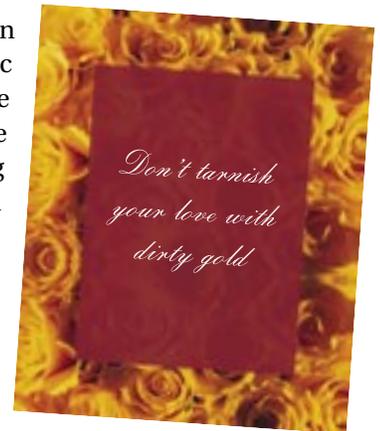
No Dirty Gold Campaign Celebrates One-Year Anniversary

"Dirty gold! Where's the dirrrty gold?" snarled Goldzilla peering into jewelry and watch stores as she walked along Manhattan's 5th Avenue, the most fashionable shopping district in New York City. The 15-foot tall puppet depicting a chic shopper with bags full of "dirty gold" helped educate retailers and shoppers about gold mining impact in the lead-up to Valentine's Day 2005. Employing street theater, Goldzilla's skeletal face represented the sometimes destructive impacts of gold mining on communities, workers, and the environment.

Valentine's Day coincided with the one-year anniversary of the No Dirty Gold campaign, and is the number one holiday for jewelry sales in the United States. Most consumers have no idea their purchase of Valentine's gold jewelry

creates more than 34 million metric tons of waste worldwide. The slew of advertising promoting gold consumption fails to give consumers a true picture of the real price of gold.

With the help of Goldzilla, the No Dirty Gold campaign reminded people that gold mining is one of the dirtiest industries in the world. As Goldzilla visited high-end jewelry and watch retailers, volunteers passed out Valentine cards to curious shoppers asking them to support mining reform and sign the No Dirty Gold pledge.



Street theater was just the thing to make busy New Yorkers stop and listen. No Dirty Gold volunteers implored Goldzilla to think about the serious environmental and human rights problems associated with gold mining as she went shopping.

"Cyanide, arsenic, and mercury too! Dirty gold ain't good for you!" chanted the group as cell phone cameras clicked all around.

Goldzilla ended her trip to New York with a visit to the World Gold Council, an association of gold mining companies which spends millions of dollars every year promoting gold consumption. Goldzilla sent a clear message from gold consumers, "Clean it up!" 

More information visit:
<http://www.nodirtygold.org>



Name _____
 Street Address _____
 City _____ State _____ Zip _____
 Telephone _____ Email _____

- I would like to receive email action alerts from the No Dirty Gold campaign.
 I would like to receive email action alerts from EARTHWORKS.



Mining Activist Wins Prestigious Goldman Environmental Prize

Stephanie Roth, a mining activist in Romania, has been awarded the Goldman Environmental Prize. Considered the Nobel Prize for the Environment, this prize is awarded each year to outstanding grassroots environmentalists from each of the six continental regions. Roth is this year's European winner.

Roth is being recognized for her work with the community group Alburnus Maior, in support of landowners and farmers in Rosia Montana, Romania who oppose the development of a cyanide leach gold mine. If constructed by Toronto-based Gabriel Resources, this mine would be Europe's largest open-pit gold mine. The proposed mine would transform the densely inhabited valley of Rosia Montana into four open pits and the neighboring Corna Valley into an unlined tailings pond for mine waste, and displace more than 2,000 people.

Faced with such strong opposition and an inability to secure environmental permits for the mine, Gabriel Resources' stock price plummeted in May 2004. But a few months later, Denver-based Newmont Mining Company — the world's largest gold producer — agreed to buy a 10 percent stake in Gabriel which immediately boosted Gabriel Resources' stock price. Community opposition to the project remains strong and clear, and the residents of Rosia Montana are prepared to fight for their land, culture, and way of life.

EARTHWORKS has worked with Stephanie Roth and Alburnus Maior for a number of years in their efforts to protect Rosia Montana from irresponsible mining development. Alburnus Maior is also a member of the No Dirty Gold campaign. 

More information visit: <http://www.rosiamontana.org/>



NO DIRTY GOLD

Putting the "Class" Back in Class Rings

A class ring reflects school pride, and its purchase marks years of hard work and achievement. Student-led activities to educate buyers about the true cost of gold have been gaining momentum since last Fall. Student leaders at Williams College, American University, Yale University, George Washington University and Ithaca College organized a variety of successful "No Dirty Gold" activities. Their actions ranged from classroom teach-ins to tabling events to screenings of the documentary *Choropampa: the Price of Gold*, which documents the effects of a 330-pound mercury spill near Peru's Yanacocha gold mine.

For more info on student activities:
<http://www.nodirtygold.org/students.cfm>

No Dirty Gold activists Paul Bugala, Jerry Crosby, and Maya Bassford at the American University, Feb 5-6, 2005. They presented a workshop at the conference and enlisted student supporters for campus events.



Corporate Accountability in Action



Nur Hidayati, Indonesian Forum for Environment (WALHI): *“Newmont is using defamation lawsuits to harass and intimidate concerned community members around the world. Is this your company’s policy when faced with criticism?”*



Daniel Owusu-Koranteng, Wassa Association of Communities Affected By Mining, Ghana: *“Newmont’s avowed intention to operate a surface mine in the Ajenjua Bepo forest reserve is worrying. Ghana now has only 1.2 million hectares of its forest cover left.”*

headshots courtesy of:
Bradley Wakof/Oxfam
America
group photo courtesy of:
Payal Sampat, EARTHWORKS

In April 2005, representatives from five countries visited Denver to voice their concerns about Newmont Mining Corporation’s operations in their regions. Speaking at Newmont’s annual shareholders meeting, the representatives demanded that Newmont fully respect human rights, stop intimidating farmers and other critics of its operations, and stop its practice of dumping mining waste into the ocean. They also called on the company to cancel plans for new open-pit mines on densely populated farmland in Romania, a Ghanaian forest reserve, and on a mountain in Peru that is a source of community drinking water.

Among the visiting leaders was this year’s Goldman Environmental Prize winner Stephanie Roth, representing the Romanian community group Alburnus Maior which opposes the development of the Rosia Montana gold mine by Gabriel Resources, in which Newmont holds a 10 percent stake. “I have come from Romania to tell Newmont that the people of Rosia Montana will not be forced from our homes and our land,” stated Stephanie Roth. “Newmont has not obtained the community’s consent to operate in Rosia Montana. It’s time for them to cut their losses and leave the project.”

Closer to home in Nevada, Newmont’s operations on Western Shoshone lands are destroying the communities’ land, water, and traditional ways of life. “U.S. law tells us

Kristi Begay, Western Shoshone Nation: *“Our people were here before the mines came and we will be here when they are gone. Any damage to our land with regards to mining has a direct impact on our people, our home, and our cultural and spiritual way of life.”*



we don’t have the right to say no to mining activities. This violates our human rights – culturally and spiritually. If you allow your company to merely go by those discriminatory laws, then you are a party to those violations as well,” said Kristi Begay, a member of the Western Shoshone Nation and a Wells Band Council chairwoman.

The delegation even braved a sudden snowstorm to share their stories with local environmental groups and students in Boulder. For Nur Hidayati of the Indonesian Forum for the Environment (WALHI), it was her first experience with snowfall and also an opportunity to call attention to Newmont’s daily dumping of thousands of tons of mine wastes into Indonesian waters. “Our communities demand Newmont end its practice of dumping mine wastes into the ocean. This irresponsible practice poses high risks to the environment and the community—and it is not allowed in the United States, where Newmont is based.”



Community representatives from five countries suffering social and environmental problems from the operations of Denver-based Newmont Mining Corporation visited its Denver headquarters in April to bring their concerns directly to company leaders and shareholders.

North Meets South: Alaska Native Leaders Tour Mine Sites

This spring, EARTHWORKS helped coordinate a 5-day trip for 17 native Alaskan leaders from communities neighboring the proposed Pebble mine to see mining operations first-hand. These remote Alaskan villages, inaccessible by road, rely heavily on subsistence fishing and hunting for salmon, caribou and moose. Concerned with the potential impacts of large scale mining on these resources, the village leaders were eager to observe potential impacts, and to bring the experiences back to their communities.



Participants celebrate the end of a successful trip.

Nevada is ground zero for open-pit mining. It is the third largest gold producing area in the world – with many of the mines located on the territorial lands of the Western Shoshone. The trip was a unique opportunity for the Alaskans to hear directly from communities living amongst the nation's largest open pit gold mines.

The Alaskans returned home with a wealth of new information, photos and experiences. According to Herman Nelson, president of New Koliganek Village Council, it was a “trip that I wouldn’t forget.” 

The Nevada tribes rolled out the red carpet, warmly welcoming the Alaskans with food, dance and song. Tribal members from the Western Shoshone and Yerington Paiute took the Alaskans out on the ground and spoke of the significant impacts they’ve experienced. Water pollution, wide-scale dewatering, destruction of traditional hunting grounds, loss of access, and harm to important cultural sites have all taken a heavy toll.



Herman Nelson and Luki Akelkok, Sr. of Alaska dancing with Western Shoshone girls during their trip to Nevada.

“The risks are too high to mine in a sensitive and pristine area such as our region with the five species of salmon, all fresh water fish, wild life resources, edible plants and berries, water and air quality, environment, with the health of our residents and subsistence hunters.”

— excerpted from an article written after the trip by **Bobby Andrew**, President of Aleknagik Natives Limited and member of the Nushagak Mulchatna Watershed Council

EARTHWORKS@home

Don't Trash Your Old Cell Phone
—Recycle It!

 A PROJECT OF EARTHWORKS

Cell phones contain toxics like lead, mercury and arsenic that can pollute the air, land and water.

There are over 500 MILLION cell phones sitting in drawers and landfills. Another 130 million will be added this year alone

—the solution is easy, free, and tax deductible!



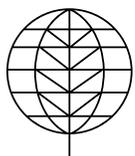
RecycleMyCellPhone.org



Just follow these simple steps to recycle your cell phone:

- Put your cell phone, charger, and accessories into a box or padded envelope (Don't forget to ask your neighbors, co-workers and friends if they have any old cell phones — send as many as you can collect).
- Mail them in to the following address:

Recycle My Cell Phone/Collective Good
4508 Bibb Blvd., Suite B-10
Tucker, GA 30084
- We'll send you a receipt!



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