



1 April 2010

Dear Friends of Polar Bears International:

We made a quantum leap in 2009 toward our goal of **saving polar bear habitat by 2015**. As challenging as this seems, we put a laser-beam focus on our primary mission of supporting research, stewardship, and education—and we made gratifying progress.

But before I cover the **highlights of 2009**, I'm proud to announce that **2010 begins** for us with Polar Bears International being awarded the prestigious George B. Rabb Conservation Medal in Chicago on March 2. We are honored and grateful for the recognition—and for the awareness this will help bring to our important and serious work. I am indebted to our small staff, hundreds of volunteers, and our exceptional Advisory Council members for their hours and hours of unrelenting effort and generous contributions. And I am grateful to our board for its persistent direction. Just a note: while in Chicago to accept our award we kicked off our 2010 Parties for the Planet that begin on Earth Day.

Now for some highlights.

Research concentrated on studies that revealed more about the **populations** of polar bears, the **migration** of polar bears, the emergence of mothers and cubs from their **dens**, and what polar bears can **hear and smell**. Further study will continue in 2010. We will continue to make available to policy-makers, business owners, media, and the general public scientifically prepared, fact-based, and peer-reviewed data interpretation from leading scientists to counteract the sometimes emotional and arbitrary opinions circulating in various forums.

Stewardship advanced in scope and meaning as we expanded our work with worldwide zoos and other institutions through the PBI Arctic Ambassador Centers, where we continue to broaden the reach of our message of sustainable living, habitat preservation, and individual responsibility and action within one's community. In addition, we formed a **committee of scientific and behavioral experts** into the PBI Sustainability Alliance that is planning and preparing to mitigate the plight of starving and injured polar bears and rescue orphaned cubs as well.

We also formally established **working alliances** with both the Canada and US Associations of Zoos and Aquariums, Jane Goodall's Roots & Shoots, the American Association of Zookeepers, and European Bear Taxon Advisory Group. All of these groups participate with us in mentoring individual and community stewardship to **reduce CO₂ emissions** and save polar bear habitat.

In 2010, we will be placing greater emphasis on helping **businesses and corporations** understand the urgency we face as well as the significant impact they can have—not only on the environment—but simultaneously, on their own community status, global reputation, and even their bottom line.

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Education remains key to our ability to **inspire and empower** future generations of conservationists. Our PBI Leadership Camps program grew to include not only teens, but also sessions with zookeepers. And in 2010, we will be adding a camp for **communication and education specialists** to enlist their help in disseminating our scientifically researched, fact-based, and peer-reviewed messages of conservation and community involvement.

Our engaging Project Polar Bear Contest influenced and motivated a small army of youths in a number of metropolitan areas. Their imaginative ideas and tireless follow-through created innovative, green solutions for schools, homes, businesses, and community groups. **Three teams alone helped reduce CO₂ emissions by 17 million pounds.**

PBI Tundra Connections reached over 100,000 children and adults in classrooms, meeting halls, and conference rooms via broadcasts from the tundra near Churchill, Manitoba, with our lead polar bear scientists. It's a unique experience to **see polar bears in their natural habitat** while learning directly from experts in the field.

Website overhaul. You are reading this letter within the framework of our new, expanded **website**. The overhaul has been an enormous effort on behalf of volunteers and staff alike. Our goal is to provide you with a current, relevant, dynamic experience, featuring frequently updated, easy-to-navigate, exciting material, including fascinating video, for all levels of interest and people of all ages. We hope you like it and will **visit us often**.

What's next? PBI will continue to be at the **forefront of the effort** to create some of the **greatest conservationists in history** over the next few generations. PBI believes this begins by **saving our polar bears**. Because the fact is, if you save polar bears you save frogs, butterflies, and so many other species. And you contribute to a far healthier global community for humans.

In the end it's individuals who have the power to make the difference.

- We champion efforts by individuals and organizations to **reduce CO₂** in the atmosphere through **reforestation**.
- We endorse the role of **stewardship** in the **development of products and services** to ensure **sustainability** from inception to ultimate end and discontinuation.
- We advocate **energy-saving solutions**, and encourage **conservationist mentoring** in businesses, schools, and communities.
- We hold as **imperative** human responsibility for **saving polar bears and their habitat**.

On behalf of PBI and all our many passionate and hardworking volunteers, I thank you for your support and continuing donations. You make it all possible.

Sincerely,

Robert W. Buchanan, President & CEO