



News Release

POLAR BEARS INTERNATIONAL®

Contacts: Rachel Paap, Media Relations USA, 323-459-9722
Shari Burnett, Media Relations Canada, 778-227-6917
media@polarbearsinternational.org

FOR IMMEDIATE RELEASE

Five Things Humans Can Do to Help Polar Bears

Polar Bears International responds to inquiries from public

Sebastopol, CA – With increased media attention on the rapid loss of sea ice in the polar bear regions caused by global warming, Polar Bears International (PBI) is observing a steady increase in traffic to its website, polarbearsinternational.org. Among the most sought-after material is information relating to conservation efforts that might help slow global warming and help preserve the vanishing polar ice. During this Year of the Polar Bear, PBI has embarked on a number of initiatives to inform, educate, and empower the public to take personal action to help counteract the effects of global warming. Many of PBI's programs are currently described in detail on the website, while others will be announced and added to the website between now and the Fall, when polar bears begin their annual migration to the Hudson Bay in Churchill, Manitoba.

Polar bear scientist Dr. Andrew Derocher says that even small changes can make a difference if each of us helps. PBI recommends the following five personal measures anyone can take to reduce carbon emissions. Included are tips from the Environmental Protection Agency (EPA), Natural Resources Defense Council (NRDC), and keepwintercool.org on how to curb greenhouse emissions by reducing energy consumption.

Reduce and Recycle

Reducing garbage by 25% will reduce carbon dioxide emissions by 1,000 pounds a year. Recycle aluminum cans, glass bottles, plastic, and cardboard to reduce your home's carbon dioxide emissions by 850 pounds a year. Carry and use reusable cloth bags for shopping and transporting items to reduce the production of plastic bags which are petroleum-based and non-biodegradable.

Take the Green Way

Curtail driving by planning trips efficiently, and substitute walking, bicycling, and using public transportation whenever possible. Leave your car at home two days a week (walk, bike, take public transportation), to reduce carbon dioxide emissions by 1,590 pounds per year.

Be a Turn Off

Reduce the use of electricity by turning off and unplugging appliances when not in use; by installing energy-efficient lightbulbs; and by relying on natural light wherever and whenever possible. Turn off TV, video player, stereo, and computer when not in use. Turn off unused lights, and start saving within a minute or two.

Power Down and Clean Up

Replacing your current washing machine with a low-energy, low-water-use machine reduces carbon dioxide emissions by 440 pounds per year. Washing laundry in warm or cold water, instead of hot reduces carbon dioxide emissions by about 500 pounds per year. For more information on energy-efficient appliances, visit the Energy Star Web site at www.energystar.gov.

Don't Give Energy Away

Caulk and weather-strip around doors and windows to plug up leaks reduces carbon dioxide emissions by 1,000 pounds a year.

Other Important Tips

- Use lights that work off solar energy. Quite common, and realistic in price.
- Change your heating and cooling filters monthly saves electricity, and lengthens the life of the appliance.
- Plant trees.

According to Robert Buchanan, PBI president, “It has become increasingly clear that damage is occurring daily to our Earth and its creatures. Among the gravest concerns is the peril imposed by global warming and vanishing sea ice. The polar bear has become the iconic image of this threat, but all of us know that the polar bear is literally the tip of the iceberg. Climate change is threatening flora and fauna of all types—and that includes we humans. The heat is on. The time is now.”

About PBI

Polar Bears International is a non-profit organization devoted to worldwide conservation of the polar bear through support of research and education. World headquarters are in Winnipeg, Manitoba, Canada. U.S. headquarters are in Sebastopol, California. Membership begins with a donation of \$25 and includes a quarterly newsletter. One hundred percent of donations go to support PBI initiatives. All administrative costs are covered by its on-line gift shop sales and directors' donations. Board and advisory council members receive no compensation and are not reimbursed for expenses.

For more information, visit www.polarbearsinternational.org.