

WIPE OUT KIMBERLY-CLARK: KLEERCUT ACTION PACK

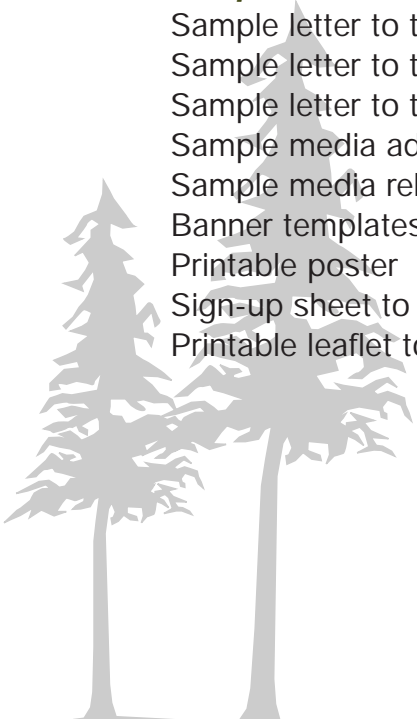
Kleercut[®]
WIPING AWAY ANCIENT FORESTS

WWW.KLEERCUT.NET

GREENPEACE

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GREENPEACE'S KLEERCUT CAMPAIGN: What's this all about?

The Kleercut campaign is a hard-hitting grassroots campaign that is putting pressure on Kimberly-Clark to improve its business practices and stop destroying ancient forests. Kimberly-Clark manufactures the popular Kleenex brand facial tissue, toilet paper and napkins in Canada and the U.S.; and Scott, Viva and Cottonelle brands in the U.S. In November 2004, Greenpeace and allies launched an international campaign against this paper giant for its continued role in the destruction of ancient forests. Across North America and around the world, activists like you are helping drive the campaign forward by using this toolkit to educate and organize in their local communities and send a loud message to Kimberly-Clark and Kleenex that ancient forest destruction doesn't pay.

When you picked up the Kleercut Action Pack, you took an important first step in becoming an effective activist for forests. It takes a lot more than sending some emails and faxes through an online action center to effect positive and permanent change for forests. Raising awareness, organizing in local communities and directly targeting Kimberly-Clark and the products it produces are all essential to making this campaign victorious. With this toolkit, you have some added resources at your disposal to make a real difference for ancient forests. Congratulations and thank you for joining the team.

-Richard Brooks, Christy Ferguson, Steven Guilbeault and the rest of the Greenpeace forests team.



IMPORTANT CONTACT INFORMATION

**Got questions? Need to find some local activists to organize with?
Need answers or help? Can't figure out how to make a banner?
Need to contact a Greenpeace organizer?**

First off, to find other activists in your community please visit www.kleercut.net/en/getlocal. This is an online resource designed to help Kleercut activists find each other. You can use it to find people who are already organized into local groups, and others interested in forming local groups. When you visit the site you can join or start a locally-based email list, share files and ideas, post events to a calendar, and more.

For other questions or comments, please send an email to Christy Ferguson at info@kleercut.net. If it is especially urgent, please call Christy at 416-597-8408, ext 3034. Christy will respond as soon as she can. It might take a couple of days - she's busy saving ancient forests!

FLUSHED FORESTS: The Boreal forest under siege

One of the ancient forests from which Kimberly-Clark continues to buy pulp for its tissue products is Canada's Boreal forest, a forest that stretches across the northern portion of Canada, from eastern Alaska to the province of Newfoundland and Labrador. The Boreal has evolved for over 10,000 years and is the largest ancient forest left in North America, making its protection absolutely critical. Representing 25 percent of the world's remaining ancient forests, the Boreal forest is truly a global treasure.



The Boreal has evolved for over 10,000 years and is the largest ancient forest left in North America.

The Boreal is a diverse and awe-inspiring landscape of granite outcrops, lakes, rivers, and marshes interspersed with pine, spruce, fir and poplar forests. Its thick layers of moss, soil and peat form one of the world's largest terrestrial storehouses of carbon, and thus play an enormous role in fighting climate change. It is home to hundreds of wide-ranging wildlife species, including moose, caribou, lynx, bear and wolves. Eagles, hawks, owls, 30 percent of North America's songbirds and 40 percent of its waterfowl nest in the forests and wetlands.

Also contained in the Boreal is a rich cultural legacy. It is a source of sustenance for northern communities and indigenous peoples of Canada - First Nations and Métis. Almost 80 percent of Canada's aboriginal people live in more than 600 communities in Canada's forest regions. Although many areas of the Boreal forest are still subject to unsettled land claims and disputed treaties, controversial logging by industrial giants continues on these same

lands. At the same time, many northern communities continue to struggle to be economically and ecologically sustainable.

Close to 650,000 hectares of Boreal forest are logged each year in Canada, mostly via clearcutting. Clearcutting is a devastating form of logging where most if not all trees are cut and removed from a given forest area. Less than 8 percent of the Canadian Boreal forest is protected from large-scale industrial development, and approximately 31 percent of the Canadian Boreal forest has already been fragmented by logging and other roads.


!! Need more info? !!

Want to know more about two forests being logged to supply Kimberly-Clark with pulp for their tissue products?

Visit this link to view Forest Crimes Studies: www.kleercut.net/en/casestudies

TISSUE PRODUCTS: Industry overview

Who would have thought that the toilet paper and facial tissue we use every day are created by clearcutting ancient forests like Canada's Boreal? It's sad but true that disposable tissue products, used once and then thrown away or flushed down the toilet,



Disposable tissue products contribute to the destruction of forests that have been around for over 10,000 years.

contribute to the destruction of forests that have been around for over

10,000 years. The good news is that the tissue product industry is changing; the bad news is that some manufacturers, like Kimberly-Clark, are not.



Ancient forest friendly tissue products exist and their availability is increasing.

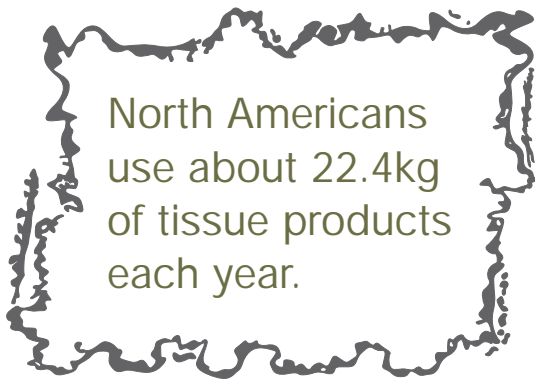
Paper production and consumption worldwide have serious negative impacts. The pulp and paper industry, which includes tissue product manufacturers, is among the world's largest generators of toxic air, water pollutants and waste products. It is the third largest generator of global warming emissions, and those emissions are projected to increase 100 percent by 2020. It is the world's largest user of fresh water, and is among the world's largest users of energy. It destroys natural forests that are essential for clean air and water, the atmosphere's chemistry, wildlife habitat, indigenous culture, spiritual inspiration and recreation.

In North America, the manufacture of tissue products has particularly dire environmental and social consequences. Intact, old-growth and other ecologically important forests are being cleared to produce the pulp that goes into tissue products. Many diverse natural forests, especially in the Canadian Boreal, the southeastern United States and throughout the developing world, are being cleared - sometimes replaced by ecologically barren

mono-culture plantations that are maintained with toxic chemicals. Tissue paper products thus leave an unacceptably deep footprint on the planet. The world cannot afford another 100 years of business-as-usual in the paper industry. It is critical to transform global paper production into a system that helps to heal the destruction it has caused over the past century.

Instead of using trees harvested from ancient forests, tissue paper products can be made from post-consumer recycled materials or agricultural waste. Companies like Cascades, Seventh Generation, Atlantic Packaging and Earth Friendly Products are leading the way in manufacturing forest friendly tissue products with high recycled contents. These products are increasingly available at local stores.

That's the production side. On the consumer side, North Americans, who comprise only 7 percent of the world's population, consume nearly half of the world's tissue products.



Every year, North Americans use about 50 pounds (22.4 kg) of tissue products per person. Canadians consume approximately 750,000 tonnes of tissue products a year and Americans consume approximately 7.4 million tonnes. Too often we do not have the choice of buying ecologically superior and ancient forest friendly tissue products made from recycled fibers or agricultural residues.

Globally, Kimberly-Clark is the world's largest manufacturer of tissue products, with an annual output of approximately 3.716 million tonnes. The next two largest producers of tissue products are Georgia-Pacific, at 3.659 million tonnes; and Svenska Cellulosa Aktiebolag (SCA), at 2.052 million tonnes. In North America, the top five tissue paper producers account for about 80 percent of the market. As of 2003, Georgia-Pacific had 34.6 percent of North American market share, followed by Kimberly-Clark at 17.8 percent, Procter & Gamble at 14.4 percent, SCA at 5.4 percent and Cascades at 5.2 percent.

Making tissue products from recycled paper

The use of recycled fiber by the industry is unevenly divided among various products and companies: most of the recycled fiber used by the industry goes to the institutional market (theatres, hotels, office buildings, stadiums) which is only half the size of the consumer market (products that you and I buy from our local grocery store).


It is hard for us as consumers to find forest-friendly tissue products on our grocery store shelves. It would make a big difference for the environment if we could find them more easily. If every household in the United States replaced just one roll of 70-sheet virgin-fiber paper towels with 100 percent recycled towels, for example, they would save 544,000 trees a year - thousands of hectares of forest land. If every U.S. household replaced just one box of 100-sheet virgin fiber facial tissues with 100 percent recycled ones, they would save 103,000 trees.

Fortunately, forest-friendly alternatives to virgin fiber tissue products do exist. These products, which contain post-consumer recycled fiber, are of comparable quality and price to virgin fiber products and are becoming more and more available in many groceries, supermarkets, health food stores and corner stores. As consumer demand for forest friendly tissue products grows, so will their supply and availability.

KIMBERLY-CLARK AND KLEENEX:

Wiping away ancient forests

Kimberly-Clark manufactures the popular Kleenex brand facial tissue, toilet paper and napkins in Canada and the U.S.; and Scott, Viva and Cottonelle brands in the U.S. Kimberly-Clark is the world's largest manufacturer of tissue products and has net annual sales of 14.3



KLEENEX Facial Tissue is made from 100 per cent virgin fibre and contains no recycled fibre. Virgin fibre is used in our tissue because it provides the superior softness consumers expect from a premium facial tissue product.
-Kleenex.com website-

billion dollars. In North America, less than 19 percent of the pulp Kimberly-Clark uses for its disposable tissue products (toilet paper, facial tissue, napkins and paper towels) comes from recycled sources. The rest is made from forests, many of which have existed for thousands of years.

Kimberly-Clark claims to be an environmental leader even though for decades it has cleared forests to manufacture products that are used only once and then thrown away. Many of the products Kimberly-Clark sells under the brand name Kleenex have a very low

recycled content, if any at all. In fact, Kimberly-Clark seems proud its facial tissue is made solely of virgin tree fiber - most of which comes from ancient forests.

Even worse, much of the virgin tree fiber Kimberly-Clark uses for its tissue products comes from unsustainably managed forests. These forests are predominantly logged in clearcuts - a devastating form of logging where most if not all trees are removed from an area of forest. What's left behind is a barren landscape that can no longer support wildlife species such as wolverines, bears, caribou, wolves and the billions of birds that depend on ancient forests for their survival.

!! Need more info? !!

Want to know more about two forests being logged to supply Kimberly-Clark with pulp for their tissue products?

Visit this link to view Forest Crimes Studies: www.kleercut.net/en/casestudies

THE IMPORTANCE OF LOCAL GRASSROOTS ORGANIZING

Kimberly-Clark is a company with global reach, so it's going to take a lot of work in local communities around the world to put enough pressure on Kimberly-Clark to get it to stop destroying ancient forests. Grassroots organizing by activists like you is essential to raising awareness about the links between Kimberly-Clark, Kleenex, and the destruction of ancient forests.

The fact that Kimberly-Clark products are sold so widely makes the company an easy target for grassroots campaigning. Because Kimberly-Clark products are sold at most grocery stores across North America and Europe, there is *always* an opportunity to target Kimberly-Clark products in your local community, whether you live in a small town or a big city.

By working directly at the point of consumption, you can effect real change. When you organize in your local community, you will be joining hundreds and thousands of other activists across the continent putting pressure on Kimberly-Clark. Remember that you are not acting alone - other activists in other communities are adding to your efforts! Be sure to check out www.kleercut.net/en/getlocal to see if there are other activists in your community interested in taking action to protect ancient forests.

There are lots of things you can do in your community. One of the easiest things you can do is to 'adopt a grocery store' that sells Kimberly-Clark tissue products. Adopting a store takes little more than a small group of committed activists and a local grocery store. Read on to find out more about this and other actions you can take to help wipe out Kimberly-Clark and ancient forest destruction.

Remember: think big and don't be afraid to try new ideas. Everyone is affected by forest destruction whether they realize it or not.

HOW TO START YOUR OWN KICK-ASS KLEERCUT CAMPAIGN

The first step toward starting up a Kleercut campaign in your own community is to find a core group of people to organize with. All you need is at least one other person, but of course the more the merrier!

Here are some tips for finding people to become part of your core group:

1. Check out www.kleercut.net/en/getlocal to see if there are activists already organized in your community.

2. Set up an information and outreach table in a high visibility area like an environmental festival, a concert, a public square, or your school cafeteria. Use a sign-up sheet to collect contact info from interested people.
3. Talk to friends and family and convince them to join your campaign.
4. Hold a kick-off meeting to get people engaged.
5. Make a campaign plan, adopt a grocery store and start raising a ruckus around Kimberly-Clark, Kleenex and forest destruction!

Remember: if you have questions or need support, you can always email info@kleercut.net.

SOME ACTION IDEAS FOR YOUR KLEERCUT CAMPAIGN

So now you have a bunch of people committed to taking action. What do you do next? It's simple and every little action helps to increase the pressure on Kimberly-Clark to stop destroying ancient forests. Keep in mind that your goals are to link Kimberly-Clark products with the destruction of ancient forests and to educate consumers in your community to stop buying Kimberly-Clark products.

Here are some examples of things you can do. Try these out, and have fun thinking up your own creative ways to raise awareness and turn up the pressure.

1. **Adopt a grocery store** in your local community. Establish regular visits to the store, or initiate consistent actions targeting it (like call-in or fax-in days). Each week, month, or however often you return to the store, do something different and fun. See *Adopt a grocery store* below for more details on this project.
2. **Engage in “guerilla marketing”** and visibility events throughout your campaign.
3. **Place “Warning! Contains clearcut ancient forests” and “Kleercut” stickers in appropriate places.** You can download printable stickers from www.kleercut.net, or email info@kleercut.net and we'll send you some in the mail.



4. **Send virtual leaflets** to your friends, family and co-workers to let them know about www.kleercut.net and encourage them to take action. To send a virtual leaflet, visit www.kleercut.net/tellafriend.

5. Get friends and family to **send emails, faxes and letters** to Kimberly-Clark at:

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Drive
Irving, Texas 75038, USA
Fax: 972-281-1490
Email: thomas.j.falk@kcc.com

6. **Put up posters.** This is an easy way to publicize the links between Kimberly-Clark tissue products and ancient forest destruction. It's also a great way to get other people interested in the campaign. Postering is easy to organize, a good way to build group cohesion, and can help build for upcoming events. You can download a sample poster from www.kleercut.net, or pull out the one included in the *Samples and materials* section of this toolkit. Make sure to print these on recycled paper!
7. **Set up an information table** at high visibility events like environmental festivals, music concerts, public squares and school cafeterias to spread the word and educate others. Be sure you have a sign-up sheet (see *Samples and materials*) to collect contact information of interested people and invite them to future events.
8. **Collect signatures** on petitions demanding that Kimberly-Clark stop buying pulp from clearcut ancient forests. Just get together a bunch of friends, some clipboards and some pens, and head out to a busy section in town to start collecting. Send completed petitions to:

Kleercut campaign
Greenpeace
250 Dundas St. West, Suite 605
Toronto, Ontario
M5T 2Z5, Canada

9. **Get involved with your local media**, such as your campus or community radio station, newspaper or cable TV station, and talk about Kimberly-Clark and ancient forest destruction on air or in the paper. These types of media always need volunteers, writers and announcers.
10. **Collect email addresses** of other activists to get them involved in the campaign. We'll add them to the Forest Defenders email list so they can receive regular updates on the campaign and answer calls to action (of course, make sure you're on the list too!). See *Samples and materials* for a sign up sheet.

Send the email addresses you've collected in batches of 30 or more to info@kleercut.net or to:

Kleercut campaign

Greenpeace

250 Dundas St. West, Suite 605

Toronto, Ontario

M5T 2Z5, Canada

11. **Get yourself a stylish Kleercut t-shirt** and become a proud walking billboard for the campaign. The shirts make great gifts too!. You can order these online at www.kleercut.net/tshirt or by calling 1-800-320-7183.



12. **Build local support.** Outreach to other groups and ask them to support your campaign. Seek out other activists from peace, social justice, anti-racist, animal rights, workers' rights and environmental justice groups. Get local non-profits and small businesses to support the campaign by signing on to a letter to Kimberly-Clark or to the manager of your local grocery store that sells Kimberly-Clark products.
13. **Hold a press conference.** Invite people involved in the campaign in your area to speak about Kleenex, Kimberly-Clark and forest destruction. Then send out press releases and invite the media to come. (See *Samples and materials* for a sample press release.)
14. **Write a letter to the editor or op-ed.** A letter to the editor of your local community paper can really raise the profile of the campaign to protect ancient forests. You'll have greater success getting your letter published if a) the letter references a specific article published by the newspaper - try linking this campaign to a story on an environmental, business or consumer issue recently covered in the paper; OR b) the letter is subtle enough to slip under the editor's irony radar. Try to keep your letter to the point and under 200 words. (See *Samples and materials* for a sample letter to the editor.) An opinion editorial (op-ed) is typically longer than a letter to the editor.

Check with your local papers for length restrictions and other guidelines. Please boast if you get published by writing to info@kleercut.net!

15. **Involve younger generations.** They have the most to lose if ancient forests are destroyed. Ask local elementary school teachers and administrators if you can give presentations on ancient forests, and at the end have students paint pictures of forests that say, "Kimberly-Clark, please stop destroying our forests." You can send these directly to Kimberly-Clark at:

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Drive
Irving, Texas 75038
USA

ADOPT A GROCERY STORE

One of the best, easiest and most effective things you can do to move the campaign forward is to adopt a grocery store that is selling Kimberly-Clark tissue products. What do we mean by 'adopt a grocery store'? Well, we certainly don't mean sign some papers and bring your store home with you. What we mean is 1) identify a store that sells Kimberly-Clark tissue products; and 2) hold regular events such as demonstrations, protests, street theatre or info pickets outside this store.

Adopting a grocery store is the most effective way to interact with and educate consumers and shoppers about the links between ancient forest destruction and Kimberly-Clark tissue products. The idea is to focus your limited energy and resources on this one store to send a loud message to Kimberly-Clark that forest destruction doesn't pay.

Whenever you hold an event at your adopted store, hand out info leaflets, collect email addresses, and take pictures. Send pictures and summaries of your events to us at info@kleercut.net for posting on the website. To get inspired, check out what other activists are doing at grocery stores in their communities at www.kleercut.net/activism.

Here are some examples of things you can do at your adopted store.
But as always, be creative!

1. **Present an adoption certificate** to the store. Alert the manager that you will keep coming back to protest and educate her customers about the products she's selling in the store until she makes some changes. Ask the store manager to stop stocking Kimberly-Clark tissue products, send a letter to Kimberly-Clark, and start stocking more forest friendly alternatives.

2. **Hold an information picket** outside the store. Bring banners and sign-up sheets and hand out information leaflets. Hand a letter of explanation to the store manager. (See *Samples and materials* for a sample letter).
3. **Hold a demonstration** outside the store with placards, banners, and megaphones. Make it fun by dressing up for the occasion.
4. **Develop relationships with store managers.** Identify those managers who are sympathetic to your efforts. Talk with them about your concerns and encourage them to talk to their supervisors about the issues. These individuals can take the campaign to higher authorities and send a strong message to Kimberly-Clark to clean up their business practices.
5. **Present awards to the store and store manager.** Give the store manager an award for being the #1 Seller of Forest Destruction in your community. Hand the manager a trophy or a certificate, and turn it into a ceremony with music and banners.
6. **Hold a “facial tissue or toilet paper challenge,”** Similar to the “Pepsi Challenge.” Get some recycled tissue products and some Kleenex brand tissue products and challenge shoppers to guess which one contains clearcut ancient forests. You can also challenge shoppers to not buy Kimberly-Clark tissue products!
7. **Write letters to a store manager in your town** and send them together, or hand deliver a bunch of them to the manager. (See *Samples and materials* for a sample letter).
8. **Forest animal visit:** If Kimberly-Clark has taken the trees out of our forests then why not bring the rest of the forests to their aisles? Dress up as various forest animals made homeless by Kimberly-Clark tissue products, and set up for the day in your local store.
9. **Have a carnival at your local store:** Make your demo fun with clowns, popcorn, balloons, and games like “Pin the chainsaw on the tree.”
10. **Make a banner:** Make it big, colourful and on message. To get great looking graphics and text, use an overhead projector to trace a design onto your fabric in pencil, then fill in with paint. (See the *Samples and materials* section for banner designs.) Get your banner in a perfect spot for the media and for pictures.
11. **Make in-store announcements:** If you can get the code for the store’s intercom, you can announce how Kimberly-Clark tissue products, including the Kleenex brand, are made from destroyed and clearcut ancient forests. Have fun!

Please note: If you decide to engage in civil disobedience, you should consult a local lawyer and never engage in violence or property destruction.

13. **Set up a clearcut in front of the store.** Make paper mache stumps from chicken wire and/or buckets and set up a clearcut in front of your adopted grocery store. Take pictures!

STAY IN TOUCH

When you form a local Kleercut group, please let us know! It's not that we don't trust you to go out educate, organize and generally kick Kimberly-Clark's ass, it's just that we want to keep up to date on where activities are happening around the planet. Drop a note of introduction to info@kleercut.net. After you're up and running, post descriptions and photos of your actions to www.kleercut.net or send them to us at info@kleercut.net and we'll post them for you. Use the site to find ideas and inspiration from other groups too!

TIPS FOR GETTING GREAT MEDIA

Here are a few pointers on getting local media to cover your event and help spread the message that Kleenex equals forest destruction:

- Write a media advisory. Before an event, write a media advisory to give notice to the media that your event is taking place. The media advisory should be a half page and include the who, what, when, and where, as well as a few choice tidbits to get reporters interested, without giving away the story. Make sure to include the contact person's name and phone number in case the reporter has any questions. Fax and email your advisory to the local papers and radio and T.V. stations. Be sure to include college and university media. See the *Samples and Materials* section in this kit for an example of an effective media advisory.
- Follow up your faxes or emails with very short and informative phone calls to the journalists and reporters to encourage them to cover your story. Practice your pitch ahead of time.
- Directly following your event, send out a media release for those reporters who weren't able to show up. The media release is a little more complicated than an advisory. It is essentially the article you would write if you were the reporter, and as such it should be formatted like a newspaper article. Make sure the release is a good one. Keep it to one page and use a good headline. Use snappy quotes. The basic format is:
 - o The first paragraph should sum up the article and grab the reader's attention.
 - o The next paragraphs should go into more detail and offer any pertinent background information, such as who the major players are and what has happened to lead up to this event.
 - o Add in quotes from one or two people involved in the campaign.
 - o Talk about why this event and the campaign are important and relevant.
 - o The final paragraph should summarize the article again.

- Follow-up your media release with letters to the editor.
- Send your photos and press releases to web news sites like www.indymedia.org and www.resist.ca as well to get your message out.

Remember: keep the message simple - the media message should relate to people's daily lives. Don't get too theoretical and don't make it all sound too big and impossible. You need to focus on practical options like, 'Don't buy Kleenex' and 'Use forest friendly tissue products'.

!! NEED MORE INFO? !!

Visit these sites for more media tips:

<http://www.humanrightsconnection.org/media>

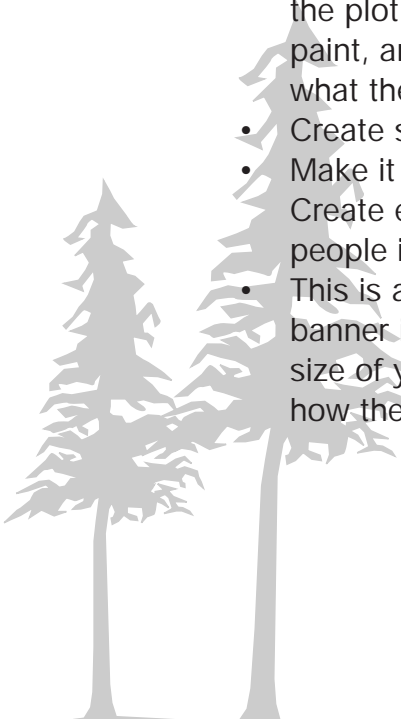
<http://www.hrconnection.org/hrc/media/index.htm>

http://media.socialchange.net.au/using_media/Contents.html

TIPS FOR STAGING EFFECTIVE STREET THEATRE:

Street theatre combines costumes, props, action and drama to draw attention and deliver a memorable message. Here are some tips for staging fun and effective street theatre:

- Spectacle=message. Your action should convey your message that Kimberly-Clark and Kleenex destroy ancient forests. The skit itself and the message should connect so observers can see the action and understand why you're demonstrating.
- Tell a story. Street theatre should have a plot, characters, props or visuals, and a setting. Many stories have a villain, a victim and a hero. (e.g., CEO of Kimberly-Clark; tissue products - think giant rolls of toilet paper and Kleenex boxes; forest critters; and a chainsaw fighting super-hero with a catchy name).
- Create simple, recognizable images that repeat (e.g., trees cut in half, axes). Make the plot easy to follow and easy to understand. You can make props with cardboard, paint, and a staple gun. Label your props with signs so that your audience knows what they are.
- Create scenes that look great in photos.
- Make it fun and interactive. Empower the audience by allowing them to participate. Create excitement so a crowd gathers. Create settings and a tone that welcome people into your action.
- This is a great campaign for visuals. Visuals should be colourful and big. One huge banner is a much better visual than dozens of smaller signs. Also, regardless of the size of your group, clump together rather than spreading out. Always think about how the image you're creating will look in a photo.



SPEAKING POINTS FOR MEDIA INTERVIEWS AND TALKING TO SHOPPERS

When you're talking to reporters and consumers, it's important to deliver a clear, concise message. It's easiest to do this if you've practiced a few points ahead of time. Here are some examples you can use:

- Ancient forests that have existed for over 10,000 years should not be clearcut to produce disposable tissue products like Kleenex brand facial tissue and toilet paper.
- Kleenex brand facial tissue contains no recycled fiber whatsoever.
- Kimberly-Clark is committing environmental crimes by clearcutting ancient Boreal forests to produce disposable tissue products like Kleenex.
- This grocery store is a forest crime scene.
- Ancient Boreal forests are being flushed down the toilet or thrown away everyday by consumers who use Kleenex brand tissue products.
- I'm here to give consumers the information they need to make responsible purchasing decisions at their local grocery store.
- I'm here today to help educate consumers to the link between Kleenex brand tissue products and ancient forest destruction.
- It is simply wrong that ancient forests in Ontario are being clearcut to produce Kleenex brand toilet paper and facial tissue.

SAMPLES AND MATERIALS

So that you can get straight to organizing events and motivating fellow activists, we've put together some sample materials that you can use. Modify these as you'd like or print them off directly to use in your local organizing.

In the following pages you will find:

- Sample letter to the manager of a grocery store
- Sample letter to the CEO of Kimberly-Clark
- Sample letter to the editor
- Sample media advisory
- Sample media release
- Banner templates
- Printable poster
- Sign-up sheet to collect email addresses for the Forest Defenders email list
- Printable leaflet to hand out at events or while tabling

Dear Store Manager,

We are very concerned about the destruction of ancient forests and are here today because your grocery store, perhaps unwittingly, is supporting this destruction. Kimberly-Clark, the maker of Kleenex brand tissue products, has been implicated in the destruction of ancient Boreal forests and your store sells these products.

We are here today to highlight the issue of forest destruction and the need for retailers of tissue products to be responsible corporations. We are not here to block entrance to your store or impede your business. We are not engaging in any illegal activity and will not be removing any products from your store. We are here to inform consumers about the link between Kleenex brand tissue products and ancient forest destruction. We believe that it is an environmental crime to clearcut forests that have been undisturbed by industrial development for over 10,000 years to create disposable tissue products like toilet paper and facial tissue.

We ask you to work with us to reduce your impact on ancient forests. To that end we ask you to consider not selling Kleenex brand tissue products in the future, to send your current stock of Kleenex brand tissue products back to Kimberly-Clark, and to stock more ancient forest friendly tissue products in your store.

As you may know, over 80 percent of the world's original forests have already been lost or degraded and Canada's boreal forest represents over 25 percent of the forests that are left. The Boreal forest is home to bear, wolf and threatened caribou and over 2 billion songbirds and waterfowl. It is also home to hundreds of communities of indigenous peoples who have lived on the land for thousands of years and is an essential tool in the fight against climate change.

We urge you to join the growing ranks of corporations that have made responsible and environmentally conscious decisions to reduce their impact on ancient forests like Canada's Boreal.

Sincerely,

To: Mr. Thomas Falk, CEO of Kimberly-Clark
<thomas.j.falk@kcc.com>

CC: Mr. Ken Strassner, Vice-President Environment for Kimberly-Clark
<ken.strassner@kcc.com>

CC: Mr. Dave Dickson, Director, Corporate Communications
<ddickson@kcc.com>

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Dr.
Irving, Texas, 75038, USA
Fax: 972-281-1490

Dear Mr. Falk,

As Kimberly-Clark supplies many of the tissue products available at local grocery stores, I feel it's important that you hear directly from consumers like me. I am concerned that Kimberly-Clark clearcuts ancient forests to create disposable tissue products like Kleenex brand facial tissue and toilet paper.

I am opposed to the destruction of ancient forests such as the Canadian Boreal forest especially when that destruction is for the production of toilet paper and facial tissues. A forest that has taken 10,000 years to evolve should not be clearcut to create throwaway products. I ask that Kimberly-Clark significantly increase the amount of post-consumer recycled fiber used in its tissue paper products and that your company make a public commitment to protect and not to destroy the Earth's ancient and endangered forests.

Kimberly-Clark is one of the leading tissue product manufacturers in the world, and yet your products only contain approximately 19 percent post-consumer recycled content. And most of the Kimberly-Clark products that I see in grocery stores including Kleenex brand facial tissue do not have any recycled content at all!

Canada's Boreal forest is a treasure of global significance and its health is critical to the survival of both people and wildlife. A commitment from Kimberly-Clark to protect, rather than destroy this forest and other ancient forests, is long overdue. I will stop purchasing your products.

Please act today to protect ancient and endangered forests by drastically increasing the post-consumer recycled content in Kimberly-Clark products - especially in brands such as Kleenex that I see everyday on store shelves.

Sincerely,

To the Editor:

Re: Kimberly-Clark hugs trees (Page C2, Business, June 4, 2005)

John Sampson's claim that Kimberly-Clark is "a green company" is outrageous. Kimberly-Clark, the world's largest tissue manufacturer and maker of the Kleenex brand, is a major environmental offender. By using little to no post-consumer recycled content in its household tissue products, the company is contributing to the destruction of Canada's ancient Boreal forest.

The Boreal forest is a vibrant ecosystem that has been evolving for over 10,000 years. It is home to hundreds of species of animals and birds, and, as a massive storehouse of carbon, is essential for fighting climate change. But this magnificent forest is being clearcut to make products like Kleenex facial tissue and toilet paper that are used once and then thrown away or flushed down the toilet.

That's why I, and many others across Canada and around the world, are refusing to buy from Kimberly-Clark until the company drastically increases the amount of post-consumer recycled content in its products and stops using pulp from clearcut ancient forests.

Far from an environmental hero that deserves praise in the pages of the *Daily Mail*, Kimberly-Clark is a forest criminal that should be held to account for destroying our natural heritage.

Jen Weyer
Toronto, Ontario
416-555-4444

MEDIA ADVISORY

April 15, 2005

Forest advocates protest forest destruction at local grocery store

WHAT: Forest advocates will demonstrate at a local grocery store tomorrow to let shoppers know that when they buy Kleenex brand tissue products, they're buying ancient forest destruction. Participants dressed as woodland creatures will deliver information to shoppers inside the store, while others hold a large banner outside.

Kleenex brand tissue products are manufactured by Kimberly-Clark, the world's largest manufacturer of tissue products. Tomorrow's activity is linked to an international environmental campaign targeting Kimberly-Clark for its role in the destruction of Canada's ancient Boreal forest.

WHERE: Loblaws, 590 Dupont (at Christie), Toronto

WHEN: Saturday April 16, 2005; activities will begin at 10:00am

FOR MORE INFORMATION: Jen Weyer, 416-555-4444
www.kleercut.net

FOR IMMEDIATE RELEASE

Forest advocates protest ancient forest destruction at local grocery store

Toronto, Saturday April 15, 2005 - Forest advocates today demonstrated at a local grocery store to let shoppers know that when they buy from Kimberly-Clark and Kleenex they're buying ancient forest destruction.

Activists inside the store dressed as woodland creatures to highlight the many species that depend on the Boreal forest for their survival. "Hundreds of species including moose, caribou, lynx, bear and wolves inhabit Canada's Boreal forest," said Jen Weyer, a local forest advocate. "We are here today to inform consumers and shoppers that when they buy Kimberly-Clark disposable tissue products, they are buying ancient forest destruction."


Outside the store, some activists held up a large banner with the message: "Kleenex = Forest Destruction," while others handed out information leaflets to customers.

Texas-based paper giant Kimberly-Clark sources much of the pulp used in its tissue products from ancient Boreal forests in Canada. These forests, which have existed for over 10,000 years, are increasingly impacted by large and ecologically destructive clearcuts. Kimberly-Clark is the largest manufacturer of tissue products in the world and uses over 2.5 million tonnes of virgin tree pulp each year.

The activists plan to hold repeated demonstrations and events at XXX store until store management commits stop stocking Kimberly-Clark products, or Kimberly-Clark stops destroying ancient forests. "By refusing to stock Kleenex brand products, stores like this one can send a clear message to Kimberly-Clark that they will not participate in the destruction of Canada's Boreal forest," said Weyer. "And by refusing to buy from Kimberly-Clark, shoppers can do the same."

Today's activity is linked to an international environmental campaign which includes organizations like Greenpeace against Kimberly-Clark for its role destruction of ancient forests.

For more information contact:
Jen Weyer, 416-555-4444

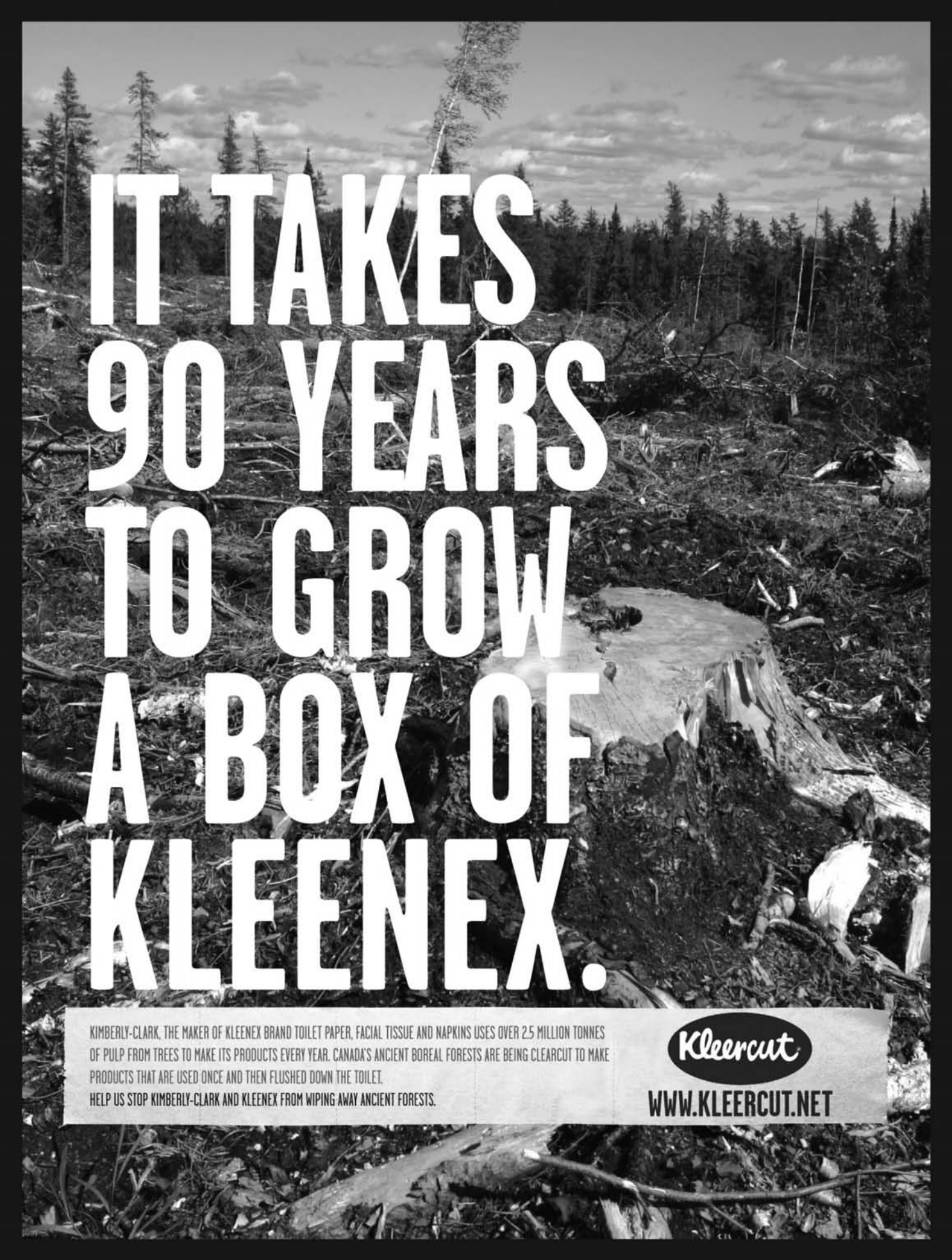
Kleen  = **FORREST**
= **DESTRUCTION**

WWW.KLEERCUT.NET



WIPING AWAY ANCIENT FORESTS

WWW.KLEERCUT.NET



IT TAKES 90 YEARS TO GROW A BOX OF KLEENEX.

KIMBERLY-CLARK, THE MAKER OF KLEENEX BRAND TOILET PAPER, FACIAL TISSUE AND NAPKINS USES OVER 2.5 MILLION TONNES OF PULP FROM TREES TO MAKE ITS PRODUCTS EVERY YEAR. CANADA'S ANCIENT BOREAL FORESTS ARE BEING CLEARCUT TO MAKE PRODUCTS THAT ARE USED ONCE AND THEN FLUSHED DOWN THE TOILET.
HELP US STOP KIMBERLY-CLARK AND KLEENEX FROM WIPING AWAY ANCIENT FORESTS.

Kleercut

WWW.KLEERCUT.NET

KIMBERLY-CLARK: ANCIENT FOREST CRIMINAL #1

Kimberly-Clark is turning ancient forests into products that are used once and then thrown away. Because of Kimberly-Clark, ancient forests like Canada's Boreal are literally being flushed down the toilet.

DISPOSABLE PRODUCTS - DISPOSABLE FORESTS?

In North America, less than 19 percent of the pulp Kimberly-Clark uses to make disposable tissue products like toilet paper, facial tissue, napkins, and paper towels comes from recycled sources. The rest comes directly from forests. In fact, many of the company's products, including Kleenex brand facial tissue, contain no recycled materials whatsoever.



Kleenex brand facial tissue contains no recycled material whatsoever.

BOREAL FOREST UNDER THREAT!

The Boreal forest stretches across northern Canada, from the Alaskan border to Labrador. It has existed for more than 10,000 years and is the largest ancient forest left in North America. Its diverse and awe-inspiring landscape is home to hundreds of wildlife species, including moose, lynx, wolf, caribou, bears, eagles, hawks, and owls. Many of the species dependant on the Boreal are in danger of extinction.

WHAT WE WANT

We want Kimberly-Clark to stop purchasing virgin fibre from endangered forests; dramatically increase the amount of recycled fibre in all its tissue products; begin purchasing fibre from Forest Stewardship Council eco-certified logging operations; and phase out the use of damaging chlorine dioxide for bleaching tissue.

80% of the world's ancient forests have already been destroyed.



Kleercut®

WIPING AWAY ANCIENT FORESTS

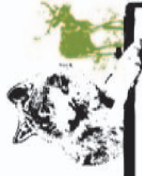
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WWW.KLEERCUT.NET

WIPE OUT KIMBERLY-CLARK AND ANCIENT FOREST DESTRUCTION

Kimberly-Clark is trashing ancient forests to manufacture disposable tissue products. So, what are you going to do about it?

1. STOP BUYING ANCIENT FOREST DESTRUCTION. Refuse to buy Kleenex brand tissue products. There are plenty of forest friendly alternatives out there – to find out what they are, check out Greenpeace's *Shopper's Guide to Ancient Forest Friendly Alternatives*, available at www.greenpeace.ca or by calling 1-800-320-7183.

2. START MAKING SOME DEMANDS. Write to Kimberly-Clark and demand that the company stop destroying ancient Boreal forests. Kimberly-Clark CEO Thomas Falk has already received over 45,000 letters, emails and faxes from activists like you, and he still hasn't made any changes. Keep 'em coming!

Thomas Falk, CEO
Kimberly-Clark
351 Phelps Drive
Irving, Texas, 75038
fax: 972-281-1490
email: Thomas.J.Falk@kcc.com



3. VISIT WWW.KLEERCUT.NET. Go online to learn more about Kimberly-Clark and ancient forests, get the latest news about the campaign, participate in online actions, download posters and stickers, connect with other activists in your area, join the Ancient Forest Defenders mailing list, and more.

4. GET A KLEERCUT ACTION PACK. The Kleercut Action Pack gives you everything you need to organize against Kimberly-Clark in your own community – information, ideas, materials, contacts, and a whole lot of attitude. Download yours at www.kleercut.net and take it up a notch by getting offline and getting active in your community.

5. SPREAD THE WORD. Tell your friends, co-workers, and family that Kleenex brand tissue products are made of clearcut ancient forests. Make photocopies of this factsheet and hand them out. Send kleercut.net e-postcards to your friends. Wear a stylish Kleercut t-shirt (available at www.kleercut.net/tshirt or by calling 1-800-320-7183).

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