



TURN THE TIDE GIFT BASKET

This gift basket contains items to help you Turn the Tide! With these treasures and tips you will not only save money, you will be joining a collective effort to save natural resources and protect our planet. Plus, you get to see your positive impact at www.turnthetide.org

THIS GIFT BASKET INCLUDES:

1. _____ to help you skip a car trip;
2. A vegetarian recipe for cooking a delicious beef-free meal;
3. A pocket-sized, environmentally-sustainable seafood guide;
4. Instructions on how you can rid yourself of junk mail;
5. One energy-efficient (and money-saving) lightbulb;
6. _____ to keep you warm even after you move your thermostat 3 degrees;
7. Information on natural alternatives to harsh pesticides;
8. _____ that help save water;
9. Two postcards to introduce friends to Turn the Tide.



WHAT IS TURN THE TIDE?

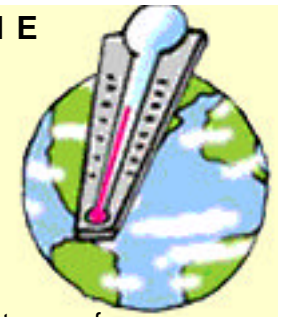
Turn the Tide is a program of nine simple actions you and I each can take to have a measurable, positive impact on the environment - and it shows us this impact right away when we log on to our free, personal workspace at www.turnthetide.org. Everyone knows regular people can make personal changes to help the environment; Turn the Tide explains what we can do to have the biggest impact and demonstrates how it will make a difference.

Report your action and see the impact!

Turn the Tide's nine actions are listed on the back of this sheet. They also correspond with the nine gifts in your basket. One of the best parts of this gift is that it keeps on giving...each time you report back to www.turnthetide.org you get to see how much you're helping our world.



TURN THE TIDE'S NINE ACTIONS



1. Skip a Car Trip Each Week -

Transportation, overwhelmingly in automobiles, is responsible for about a third of American greenhouse gas emissions.

2. Eat One Less Beef Meal Each Week -

Meat production is extremely resource-intensive--in terms of grain, topsoil, and water.



3. Eat Trap-Caught and "Good" Seafood -

Nearly 70 percent of the world's fisheries are overfished, and 60 billion pounds of fish, sharks, and seabirds die each year as "bycatch" - animals caught accidentally due to wasteful fishing techniques.

4. Declare Your Independence from Junk Mail -

You can save forests, CO2 emissions and your time by declaring your independence from junk mail by using your gift insert and going to www.newdream.org/junkmail.

5. Replace 4 Standard Light Bulbs with Energy-Efficient CFLs -

Low-mercury compact fluorescent lightbulbs (CFLs), lower the emission of carbon dioxide and reduce our electricity bills by over \$100,000 during the lives of those bulbs.

6. Move the Thermostat 3°F -

Heating and cooling represents the biggest chunk of our home energy consumption.

7. Eliminate Lawn and Garden Pesticides -

Americans directly apply 70 million pounds of pesticides to home lawns and gardens each year and, in so doing, pollute our precious water resources.

8. Install an Efficient Showerhead and Low flow Faucet Aerators -

Save water easily and prevent thousands of pounds of carbon dioxide emissions each year!

9. Convince 2 Friends -

Triple the positive impact you are making by encouraging 2 friends to logon to

www.turnthetide.org

