

LEONARDO DICAPRIO

Dear Friend,

Ever since I was a kid, I've wondered about the fate of our environment.

My grandfather, who lived in Germany, told me a story about an industrialist who owned the coal mine my grandfather worked in. The mine owner refused to build a smokestack tall enough to prevent smoke and soot from overwhelming the town.

He lived to regret that decision. Not only did all his workers get sick -- including my grandfather -- but he also destroyed the ecology of his own city.

Today, the entire Earth is like my grandfather's town. Unless we act soon to control our global warming pollution, it will have a devastating impact on our planet's web of life.

Polar bears are already suffering the effects. As one of the first species to face extinction as a direct result of global warming, the bear's future is literally melting away along with the Arctic sea ice.

There have been documented reports of polar bears drowning and starving -- and of snowy dens collapsing on newborn cubs and their mothers from unseasonable rains.

The polar bear is sending us a desperate S.O.S. We can no longer turn our backs on these warning signs -- even if our political and corporate leaders keep denying the truth.

That's why I decided to become a Trustee of the Natural Resources Defense Council (NRDC), America's most effective environmental action group.

And it's why I'm urging you to join me and NRDC today in answering the polar bear's S.O.S.

We have an unprecedented opportunity right now to protect the polar bear -- and by extension, all living beings on the planet -- against the catastrophic effects of global warming.



Actor, Environmentalist

(over, please)