



# World Wildlife Fund is leading the most important and ambitious conservation effort the world has ever seen. JOIN US.



**OUR GOAL: BY 2015 WWF WILL CONSERVE 19 OF THE WORLD'S MOST IMPORTANT NATURAL PLACES AND SIGNIFICANTLY CHANGE MARKET FORCES TO PROTECT THE FUTURE OF NATURE.**

**Amazon:** Largest tropical rain forest on Earth and source of one-fifth of the world's freshwater.  
**Amur-Heilong:** Vast forests, longest undammed river in the Eastern Hemisphere, last refuge of the Siberian tiger and Amur leopard.  
**Bering Sea:** Among the world's most productive marine ecosystems, icy waters providing more than 50 percent of the U.S. fish catch.  
**Borneo and Sumatra:** Tropical forests containing an estimated 15,000 plant species and the endangered Asian elephant and orangutan.  
**Chihuahuan Desert:** One of Earth's three most diverse deserts, with nearly a quarter of the world's cactus species.

**Coastal East Africa:** A tapestry of natural wealth, from colobus monkeys in the mountains, to elephants roaming vast woodlands, to dugongs in coastal waters.  
**Congo Basin:** Immense rain forests, home to indigenous peoples like the Ba'Aka and to wildlife including mountain and lowland gorillas and forest elephants.  
**Coral Triangle:** The world's most abundant variety of coral reef plants and animals, including hundreds of commercially important fish species.  
**Eastern Himalayas:** A mosaic of cultures, religions, and ethnic groups that revere nature, and landscapes ranging from lush forests to snowcapped mountains.  
**Galápagos:** Isolated archipelago where almost all the reptiles and mammals exist nowhere else on Earth.

**Gulf of California:** Highly productive waters that are the source of 60 percent of Mexico's annual fish catch and home to more than 25 species of whales and dolphins.  
**Madagascar:** World's fourth-largest island, with 98 percent of its land mammals – including lemurs – unique to this location.  
**Mekong:** Home to one of the world's great rivers, over 60 million people, and nearly 100 distinct ethnic groups.  
**Mesoamerican Reef:** Western Hemisphere's most diverse coral reef, critical habitat for the sea turtle, manatee, and whale shark, the largest fish in the sea.  
**Namib-Karoo:** Unique desert system containing 3,500 plant species, about half of which exist only here.

**Northern Great Plains:** Prairie grasslands where millions of bison once grazed; only native habitat of America's most endangered mammal, the black-footed ferret.  
**U.S. Southeast Rivers and Streams:** Holds some of the richest freshwater biodiversity in the world, rivaling that of the Mekong Delta and Amazon Basin.  
**Valdivia:** World's second-largest temperate rain forest and the only one in South America, with hundreds of endemic species.  
**Yangtze:** Rivers that provide water to one-third of the Chinese population and forests that are the sole wild refuge of the giant panda.

VISIT [WWW.WORLDWILDLIFE.ORG/WILDPLACES](http://WWW.WORLDWILDLIFE.ORG/WILDPLACES) TO LEARN MORE.

# EARTH DAY—APRIL 22

Collect your spare change from now until Earth Day on April 22. Then donate it to WWF through a local Coinstar® Center. For more information, please visit [www.worldwildlife.org/earthday](http://www.worldwildlife.org/earthday) or call 1-800-CALL- WWF (1-800-225-5993).