

Please make your check payable to: EIT/Tibetan Plateau Project and return to:
300 Broadway, Suite 28, San Francisco, CA 94133-3312. Thank you.



Yes, I want to help protect the magnificent biodiversity and traditional cultures of the Tibetan Plateau. Here's my contribution:

- \$15 Student/Limited-income Member
- \$40 Organizational Member
- \$50 Contributing Member
- \$100 Sustaining Member
- Additional contribution

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Check or money order enclosed. Charge my: _____ Visa _____ Mastercard

Card number _____ Expiration date _____

Signature _____

I'd like to volunteer. Please contact me: _____

PHONE/EMAIL _____

HELP PRESERVE THE ROOF OF THE WORLD. JOIN THE TIBETAN PLATEAU PROJECT.

HELPING PROTECT THE MAGNIFICENT BIODIVERSITY & THE TIBETAN PLATEAU PROJECT

TRADITIONAL CULTURES ON THE ROOF OF THE WORLD



AN ECOLOGICAL AND CULTURAL TREASURE

North of the Himalayas, the world's highest mountains, a vast plateau extends for almost a million square miles. The Tibetan Plateau is a land of sweeping grassy plains, icy turquoise lakes, alpine slopes, barren deserts and temperate forests.

Here, on "the Roof of the World," the average elevation of 14,700 feet tops all but the highest peaks in the U.S.

Home to the headwaters of six of Asia's most important rivers, the Tibetan Plateau extends over mountain regions in Bhutan, China, India, Nepal, Pakistan and Tibet. However, the people who live in this incomparable place share a long history and a common culture that transcends boundaries.

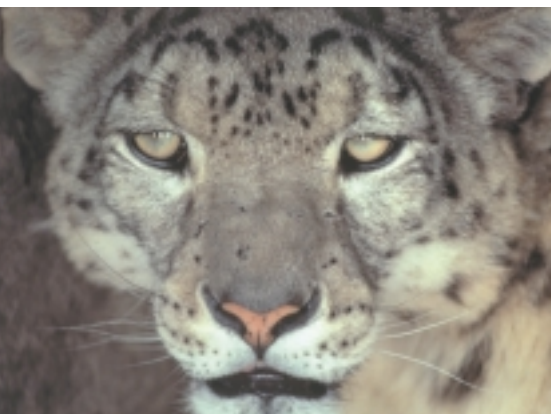




LAND OF RARE ANIMALS AND 10,000 PLANTS

Argali sheep, Tibetan antelope and other endangered animals roam the high-altitude Tibetan Plateau. Ten thousand species of plants also flourish in this spectacular region. Medicinal uses have been discovered for 1,000 of these plant species.

The people of the Tibetan Plateau have traditionally used their land in a way that preserves this magnificent biodiversity. But now, this ecosystem and way of life are threatened.



THE ROOF OF THE WORLD UNDER THREAT

Illegal hunting imperils the last of the argali sheep and Tibetan antelope. Logging and soil erosion are changing the face of the land. Overgrazing degrades pastures. Poorly planned development is destroying habitat for plants and animals. Unregulated mining dumps toxic chemicals into this once-pristine landscape.

Like the tropical rainforest, the Tibetan Plateau is a unique biological resource. At risk are the rivers of Asia and the people who depend on them,

as well as rare plants that could one day cure deadly diseases.

THERE'S STILL TIME

It's not too late to protect this starkly beautiful ecosystem and the traditional cultures that have sustained it. The Tibetan Plateau Project is sounding the warning now — and leading the way.

The Tibetan Plateau Project is helping local Tibetan communities develop programs to protect endangered wildlife, including snow leopards and Tibetan antelope, and to create sustainable economic development initiatives. We also assisted one of China's only nongovernmental environmental organizations with winning a foundation grant to campaign for protection of the Tibetan antelope. And the Tibetan Plateau Project won a prohibition on U.S. hunters bringing home endangered argali sheep trophies.

YOU CAN MAKE A DIFFERENCE

You can help the people of the Tibetan Plateau protect their irreplaceable ecosystem and way of life — by joining the Tibetan Plateau Project.

Your membership contribution helps assist nongovernmental organizations on the Tibetan Plateau with conservation campaigns and environmentally sustainable development that benefits local people. You will also be helping to educate the American and international public about the value of the Tibetan Plateau's biological diversity. And you'll help the public avoid consumer

products that harm the rare species of the Tibetan Plateau. Please join us today.



A PROJECT OF EARTH ISLAND INSTITUTE

The Tibetan Plateau Project is a project of Earth Island Institute, a world leader in endangered species protection and ecosystem restoration. Tibetan Plateau Project members receive the award-winning quarterly *Earth Island Journal*, along with updates about the Project's activities.



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DON'T BUY SHAHTOOSH

The world's most luxurious scarves and shawls, widely promoted by the U.S. fashion media, are made from the wool of the endangered Tibetan antelope — called "shahtoosh" or "toosh." Three antelope must be killed to make one shawl. Relentless illegal hunting, driven by consumer demand, is decimating this rare species and local officials don't have the resources to stop it. You can help. Please don't buy shahtoosh. And please refuse to buy anything from a store that sells shahtoosh.