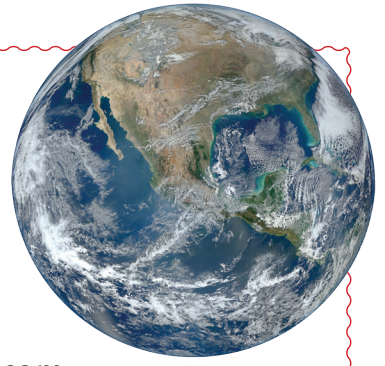


2014 New Year's Resolutions

to Save Our Planet



- ✓ **Drive less** — The climate's not getting any cooler.
- ✓ **Meat less** — Eat Earth-friendly, one meatless meal at a time.
- ✓ **Hump smarter** — Safe sex saves species: EndangeredSpeciesCondoms.com
- ✓ **Talk population** — 7 billion people means 7 billion reasons wildlife needs us to talk about human population growth.
- ✓ **Forget your weight-loss resolution** — Make a difference for the planet. Pledge to protect endangered species.

To take the pledge or find out more about human population and endangered species, visit biologicaldiversity.org/2014pledge



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The New Year is a time for making resolutions (and, for many people, hopping in the sack). That's why this time of year is perfect for Endangered Species Condoms — and for a conversation about the impacts of unsustainable human population growth and overconsumption on the survival of other species. Here are some quick facts to help you talk about your resolutions:

- There are more than 7 billion people on Earth. Left unchecked, human population could reach more than 10 billion by the end of the century, leaving little room for other species to thrive.
- The U.S. has the highest fertility rate of any industrialized country, and nearly half of all pregnancies in this country are unplanned. Universal access to birth control is not only a basic human right but provides a crucial means of lowering unsustainable fertility rates.
- Most people know the connection between their cars and the climate, but they may not know that their dinner could be driving extinction. Livestock has a massive ecological footprint — from methane emissions to water and land use — so when you eat less meat, you're lowering your impact on the environment.
- Most biologists agree that we have entered the planet's sixth mass extinction event, with animals and plants going extinct at the fastest rate since dinosaurs roamed the Earth. This time the cause isn't geologic or cosmic, but human. So it's up to humans to reduce our impact.

Take the pledge for a wildlife-friendly 2014 at
biologicaldiversity.org/2014pledge

Learn more at
biologicaldiversity.org/population_sustainability

