

Environmental Demonstration At Raleigh Victoria's Secret store in Cameron Village

Part of National Day of Action Including More than 100 Protests

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Raleigh, – Catalog giant Victoria's Secret was subject to more than 100 demonstrations nationwide today as concerned citizens protested the company's environmentally-devastating business practices. Victoria's Secret mails more than one million catalogs daily, destroying Endangered Forests in the process. The demonstrations at Cameron Village near the local Victoria's Secret store included speakers from ForestEthics and The Dogwood Alliance and dozens of local concerned citizens from Raleigh and area Universities who ~~marched from Oberlin Street~~ to Victoria's Secret to deliver their concerns.

"Victoria's Secret mails a million catalogs daily, wast-

ing some of our last remaining Endangered Forests in the process," said Tiffany Stokes, a student at Meredith College. "It's a shame that Victoria's Secret is destroying the earth's natural beauty to sell its spring collection."

Victoria's Secret mails more than 395 million catalogs annually. The average person on its mailing list receives 24 catalogs every year – that's one every two weeks. Approximately 25% of Victoria's Secret's paper comes from Endangered Forests in the Great Canadian Boreal.

"Victoria's Secret is destroying some of the world's last remaining Endangered Forests to produce the mountain of catalogs it mails daily," said Joshua Martin of ForestEthics. "It's terribly irresponsible for Victoria's Secret not change its catalog paper sourcing."

Canada's Boreal forest is

one of the world's best remaining conservation opportunities and it is being devastated by Victoria's Secret's paper consumption. The Boreal represents 25% of the world's remaining intact, roadless forests, and the region supports some of the world's largest populations of wildlife, including grizzlies, wolves, woodland caribou and lynx. It is also the nesting ground for a third (3-5 billion) of our continent's songbirds. Additionally, the Boreal holds more freshwater than any other place on earth and is a key regulator of global climate.

Victoria's Secret's paper policies can also help to protect the Endangered Forests of the Southern U.S. The Southern U.S. produces 15% of the world's paper, more than any other region in the world. The Southern U.S is also still home to

some of the country highest concentrations of biodiversity which is being degraded as monoculture pine plantations replace diverse, natural hardwood forests across the South.

The environmental campaign against Victoria's Secret and parent company, Limited Brands, began in the fall of 2004 and includes an outdoor advertising campaign in major cities across the country, protests, and a website - www.victoriasdirtysecret.net - where people can get involved and challenge the retailer to use recycled paper, to stop using paper from Endangered Forests and to reduce its overall paper usage. In January 2005, the campaign ran a full-page ad in the New York Times, which was featured in major publications and television broadcasts across the country.

Environmental campaigns that focus on corporations and the marketplace have proven to be highly effective, leading to victories like Home Depots' decision to stop selling endangered-forest products, which caused a chain reaction of similar commitments across the do-it-yourself wood products retailers, and a similar transformation of the environmental practices of the office supply industry, starting with giant Staples, Inc., and including Office Depot.

For more information, photos of demonstrations and the forests being destroyed by Victoria's Secret, and copies of the ad campaign, visit www.VictoriasDirtySecret.net.

Visit www.ForestEthics.org and www.dogwoodalliance.org for more information.

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