

100

PLACES TO REMEMBER

Before they Disappear



*Venice and Bangkok, and parts of London,
Chicago and New York could be flooded!*

*Traditional tea and winemaking might disappear! From Beijing
to Timbuktu covered in sand, to the disappearance of the olive
growths of Andalusia and the Great Barrier Reef, if world average
temperatures go up by only 2°C!*

*100 of the most amazing places in the world are in danger of
disappearing! 100 Places is trying to help preserve these places,
cultures and species before it is too late. Join us and associate your-
self with one of the largest environmental projects in the world.*

What are you doing to help save the environment?

Tell your story to the world!

Let's turn Solutions into Action

100PLACES.COM

co  life

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**The Birthplace of New York: The Battery
Lower Manhattan, New York City**

The southern shoreline of Manhattan is home to The Battery – the largest public space in downtown New York. 280,000 people work within walking distance, and over 36,000 residents live in its neighborhood. Once every century this area experiences extreme flooding. This pattern could increase drastically due to climate change. By 2080, most of Lower Manhattan could be flooded every 4 years, making the flood-height rise by 11 to 14 feet under extreme conditions – and paralyzing the infrastructure. But there is still time to keep New York safely above water.

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**The White Snow in The House of God
Mount Kilimanjaro, Tanzania, East Africa**

It was Ernest Hemingway who made it an icon when he wrote his novel "The Snow of Kilimanjaro." To the local Masai tribes living on the plains at the foot of the mountain, it is simply "The House of God." But during the last one hundred years of global warming, the famous white glaciers on top of Mount Kilimanjaro have decreased by 80 pct. Within the next 10 years the rest of the white snow cap is likely to disappear.... And with it, the melt-water that is essential for the livelihood of one million people that live off the land – among them the migrating Masai and their cattle.

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**Olive Orchards in a Moorish Landscape
Zahara de la Sierra, Andalusia, Spain**

Below the remains of a medieval Moorish castle lies the village of Zahara de la Sierra. It is one of Andalusia's famous "pueblos blancos" or "white towns" – surrounded by lush green pastures and olive orchards. Olives have been the most important agricultural crop of Andalusia for centuries. At the end of the century Andalusia could expect a decrease in rainfall of up to 40 pct. and a rise in temperature by 4°C. This sad forecast might eradicate the olive orchards and turn the green pastures into bleak deserts. But there's still time to save this radiant landscape that has been walked by man since the dawn of recorded history.

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**One of the Oldest Species on Earth
The Caribbean Sea**

Though having survived for tens of millions of years, several species of the Sea Turtle are becoming highly endangered. Four of these species live in the Caribbean Sea and spend their entire life in the ocean. Only the females enter land for a few hours every second year to nest on the beaches around the Caribbean Rim leaving their eggs buried in the sand. Having no sex chromosome, it is the temperature of the sand that determines whether the hatchlings come out as male or female. A projected increase in temperature might result in a drastic decrease in male sea turtles. This could be a severe threat to the survival of one of the oldest living animal species on Earth.

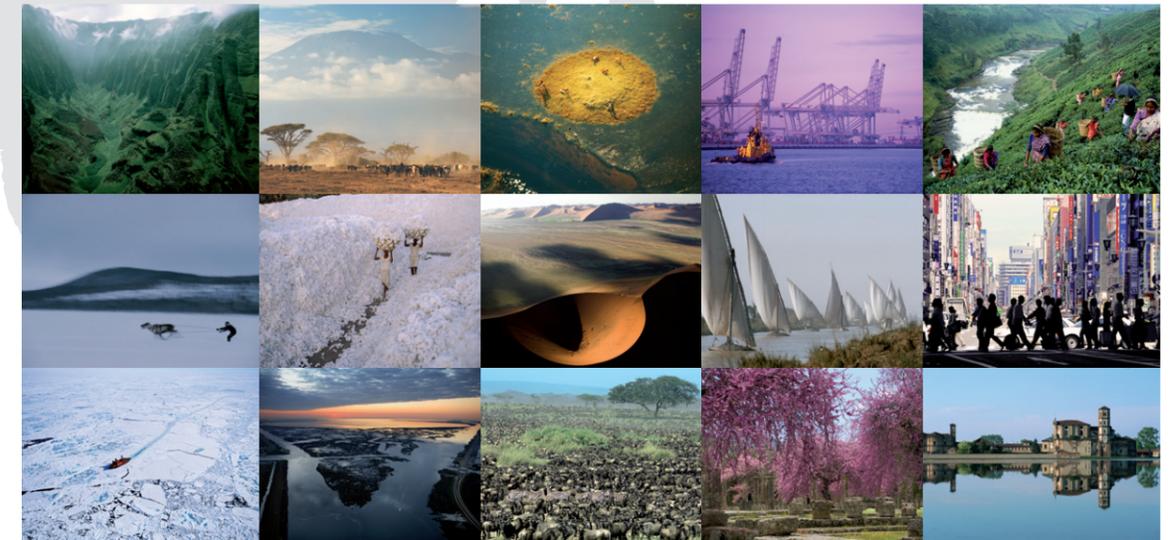
**“100 PLACES TO REMEMBER BEFORE THEY DISAPPEAR”
SHINES A LIGHT ON BEAUTIFUL SPOTS AROUND THE
WORLD AND PRESENTS A GRAPHIC ARGUMENT FOR
THEIR PRESERVATION.**

The project is based on climate reports by the UN Intergovernmental Panel on Climate Change (IPCC), which shared the 2007 Nobel Peace Prize with Al Gore.

Co+Life is the producer and is now selling the products. Several customisation options are available for business to business use.

A percentage of the revenue will be donated to CARE International.

The environment – and what a company is doing to try to protect it – is becoming of ever increasing importance. The general population making conscious ethical choices, all stakeholders within the organisation itself and without, including the stock market, are directing more and more interest at what companies are doing to help save the environment. Do your employees and stakeholders know what you are doing?



In conjunction with the COP15 conference in Copenhagen – which is the largest and most important global environmental conference since Kyoto – more and more companies are either participating and/or actively communicating what they are doing to help save the planet. We have a number of products that would be ideally suited for you.

We have 100 of the most stunning photographs, films and stories of places about to disappear due to our current environmental policies.

BESIDE THE BOOKS THE CONTENT OF “100 PLACES TO REMEMBER BEFORE THEY DISAPPEAR” CONSISTS OF:

- 100 breathtaking TV mini programs of 1 minute.
- Unique huge traveling exhibitions, with the 100 pictures and 1-2 million visitors pr. site.
- Posters, calendars, postcards and educational materials.
- Extensive website with interactive content.



- “100 Places to Remember Before they Disappear” – www.100places.com – is a multi-channel communication platform using the fascination of photography to showcase the beauty and susceptibility of certain habitats impacted by climate change.

- 100 Places involves, is supported by, and endorsed by, amongst others:

Arch Bishop Desmond Tutu • Javier Solana, EU’s Minister for Foreign Affairs • The Environmental Minister of Denmark, Connie Hedegaard • Dr. Rajendra K. Pachuri – Chairman of the IPCC • Connie Nielsen, Actor (Gladiator) • Dave Stewart, Eurhythmic • Alexandra Cousteau, Granddaughter of Jacque Cousteau • Peter Garrett, Minister of Environment, Australia • Getty Images • CARE International