

## Become a Friend of Siberian Wild

Dear Friend,

Siberian Wild is the outreach project of Look East, an NGO dedicated to raising awareness, participation, and funds for sustainable development initiatives in Russia and Eastern Europe. Our focus is on such initiatives in Siberia and the Russian Far East. For the past two years we have visited universities, community events, voluntary groups and festivals to engage people with the work of Siberian organizations struggling to protect some of the world's last virgin forests, bountiful rivers and crystal clear lakes.

Our awareness promoting and fundraising methods have been diverse; from photograph exhibitions and presentations, to promoting Non-Timber Forest Products by selling Siberian-made forest and flower teas. In 2006 we collected hundreds of signatures for a 'positive petition' thanking President Putin for suggesting an oil pipeline be diverted away from Lake Baikal, the deepest and oldest lake in the world. If it goes ahead as planned, this diversion would respect the lake's UNESCO World Heritage Site boundaries, which include dense taiga forest and mountains. We endeavour to provide a cultural element to our projects; which has included cooking borscht for people and serving shots of speciality vodkas as an aperitif. 2007 will bring more focus to the area of connecting volunteers with Siberian organizations such as Baikal Wave, the Great Baikal Trail, and Sakhalin Environment Watch. We also plan to update the website.

We believe that there is great importance in helping to open Siberia up to people's imaginations in order to aid international pressure on the Russian government for its conservation. It is frequently seen as a resource frontier for oil and gas, timber and minerals. Whilst this is true, the vast open spaces of Siberia contain some of the world's last wilderness landscapes, home to stunning scenery, rare wildlife, and communities of indigenous people still leading traditional lives. In addition to all of this, over a fifth of the world's surface fresh water is found in Siberia which, now we have reached our peak oil reserves, is sure to become the next liquid gold.

We believe that with your help our work could continue to grow to be a truly effective tool in bringing Siberia in from the cold and into the arena of international conservation.

As a person who is concerned about the planet and our common future, we would like to invite you to become a 'Friend of Siberian Wild' to support our work. A year's membership is £20 for which you would receive a yearly newsletter of our endeavours, a handmade package of tea and an opportunity to support this small not-for-profit project, run by passionate and committed people who love Siberia. We also offer a 'no frills' option, where you can make a donation of £10. All monies received go to developing our projects in 2007/8.

Please make cheques payable to: 'Look East' and send to:

Siberian Wild,  
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Hawksley Road,  
London,  
N16 0TB

With love Steph, Aisha and Katy  
*Siberian Wild – Founders, Developers and Trustees*