

From: Express Email Marketing [mailer_response@emailcounts.com] on behalf of My GREEN Cranford [info@mygreencranford.org]
Sent: Thursday, December 10, 2009 8:13 AM
To: daved199@verizon.net
Subject: Hello [Test Email]

February Environmental Update



Quick Facts

Americans throw away almost 100 billion plastic bags every year and only 1 to 3 percent are ever recycled. Producing plastic bags requires millions of gallons of petroleum that could be used for transportation or heating.

Body Content

Take Action

One of the easiest ways to reduce waste and help America save energy is to stop using plastic shopping bags and start using reusable shopping bags. You can buy them at your supermarket and other retailers such as Macy's and Toys R Us. Keep a few in your car for those unplanned stops at the store. If you forget your bag and you are buying a single item, use the magic words - "I don't need a bag." Do you really need a bag for a bottle of milk that has a handle?

If you do accumulate plastic

Welcome!

On behalf of the Environmental Commission, I would like to welcome you to our first My GREEN Cranford newsletter. In this and ensuing newsletters, we hope to make you more aware of current environmental issues while providing ideas that will help you protect the environment, live healthier and even save money.

During the year, I will keep you informed about what the Commission is up to and how you can help. For starters, we have set 15 goals for 2009. They range from developing and creating our new web site, to educating the community about how to identify and control invasive plant species on our properties, to working with the School System to reduce car idling outside of school properties. Another goal is to have Cranford certified by the Sustainable Jersey program that will be announced by the NJ League of Municipalities later this month. There will be more on that as the year progresses. Finally, last year, we became a Community Partner in the Clean Energy Program. In 2008, we handed out over 2,500 free compact fluorescent light bulbs. We plan to hold more events this year.

In each newsletter, we will ask you to consider taking a few simple steps to help the environment. A great place to start is by taking the Change the World Pledge. By clicking on the link below, you will join your Cranford neighbors and take small, individual steps that make a big difference in the fight against global warming.

www.energystarcranford.2ya.com.

Thanks for joining us and please tell your friends and neighbors about My GREEN Cranford.

Nelson Dittmar
Chair

Body Content

bags, please recycle them. Most supermarkets are accepting them (look for the bins as you enter the store). If your store does not accept them, demand that they do.

Body Content

GREEN LIVING: YOUR HEALTH

Don't Be Afraid of the Dark

Electronic Lights Are Ruining Our Sleep, and Health

Reconsider all those electronic sources of night light, for health's sake. *By Melissa Knopper*

[Go to this article](#)

Body Content

EarthTalk™

From the Editors of E/The Environmental Magazine

Dear EarthTalk: What's happening with wild populations of cheetahs, the fastest land animals on Earth?

Due to its plight in recent decades, the cheetah, which can reach speeds of 70 miles per hour, is considered one of the world's most endangered species by the Convention of International Trade in Endangered Species (CITES).

A hundred years ago some 100,000 wild cheetahs inhabited 44 or more countries throughout Africa and Asia. According to the Cheetah Conservation Fund (CCF), a Namibia-based non-profit organization, today the species exists in only two dozen of those countries—including areas of North Africa, the Sahel, East Africa and southern Africa—with worldwide population numbers now between 12,000 and 15,000 individuals living in small groups. In addition, about 150-200 of the fast cats live in the wild in Iran (where they are known as the Asiatic Cheetah), their forebears having been brought in from Africa in the early 20th century.

The chief threats to the cheetah's existence are loss of habitat, poaching and hunting (their hide and trophies can command top dollar), and getting shot by livestock farmers. Decline of gazelles, wildebeests, impalas and other preferred prey species (also due to hunting and habitat loss) is a factor, too.

According to CCF, throughout Africa cheetah numbers are dwindling even within protected wildlife reserves due to increased competition from other larger predators like lions and hyenas. As a result, most protected areas are unable to maintain viable cheetah populations, so individual cats tend to fan out beyond wildlife reserves, placing them in greater danger of conflict with humans. Those cheetahs that do survive in the wild come from a smaller, less diverse gene pool, leaving them susceptible to disease and predation in their own right. Furthermore, captive breeding has proven tricky, and wildlife biologists are not optimistic that such efforts can have a measurable positive impact on the cheetah's future.

Cheetahs have lean bodies, long legs, a large heart and expansive lungs. And with these features come additional speed; perhaps this is why the cheetah is often referred to as the "greyhound" of the cats. In fact, some say a cheetah looks like a

"dog with a cat's head." But with weaker jaws and smaller teeth than other large predators, cheetahs have difficulty protecting their kills, let alone their own cubs. This has meant that population numbers for wild cheetahs are falling faster than for other big cats.

The cheetah's future may look dim, but conservationists have been working to lessen the decline in some areas. For instance, CCF began educating livestock farmers around Namibia in the early 1990s about how to prevent cheetahs from preying on their livestock without resorting to the rifle. As a result of these education efforts, along with stronger enforcement of endangered species and anti-poaching laws, cheetah populations in that country stabilized—now some 2,500-3,000 cheetahs make their home in Namibia—after having fallen to half that the previous decade. Clearly more such efforts are needed.

CONTACTS: Cheetah Conservation Fund, www.cheetah.org; Convention of International Trade in Endangered Species (CITES), www.cites.org.

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