

# ARE YOU CONCERNED

## ABOUT GLOBAL WARMING?

The Union of Concerned Scientists  
in partnership with  
Penguin Classics  
is encouraging readers to  
**share their stories . . .**



Union of  
Concerned  
Scientists

Citizens and Scientists for Environmental Solutions



PENGUIN  
CLASSICS

*In a world of choices, there's only one real classic.*

# JOIN THE LEGACY OF EMERSON AND THOREAU

The American outdoors has been central to some of this country's greatest books, from Henry David Thoreau's *The Maine Woods* to Mark Twain's *Life on the Mississippi*. Such writers as Ralph Waldo Emerson, John Muir, Rachel Carson, and Peter Matthiessen have inspired us to make positive changes in our lives with their wisdom and words about our lands, mountains, and wildlife.

## BOOKSTORES:

**Help launch a new generation of environmentally aware writers and photographers**

Now it's time for new voices to get involved and help fight the dangers of global warming by offering some inspiration of their own. The Union of Concerned Scientists and Penguin Classics are encouraging all aspiring writers and photographers to submit their personal stories and images about global warming for publication in a new online book, *Thoreau's Legacy: American Stories about Global Warming*, to be published by the Union of Concerned Scientists. Your bookstore can help make a difference by getting the word out!

**Union of Concerned Scientists** is the leading science-based nonprofit working for a healthy environment and a safer world. UCS combines independent scientific research and citizen action to develop innovative, practical solutions and to secure responsible changes in government policy, corporate practices, and consumer choices.

**Penguin Classics**, the largest and most comprehensive publisher of classic literature in English in the world, is the publisher of some of the greatest environmental works ever written, including books by Rachel Carson, Ralph Waldo Emerson, Peter Matthiessen, John Muir, John Wesley Powell, and Henry David Thoreau. Penguin Classics is committed to using paper products from manufacturers who practice sustainable paper-production techniques.



## A CALL FOR SUBMISSIONS:

**GLOBAL WARMING** represents a profound threat to both the human race and our natural heritage. To help illustrate the need for immediate solutions, the Union of Concerned Scientists and Penguin Classics want book-loving individuals **to express in words or pictures the places they want protected from global warming, changes they are already seeing, or the steps they are taking to protect our natural heritage for future generations.**

Go to [www.ucsusa.org/americanstories](http://www.ucsusa.org/americanstories) for details.

*Bookstores who participate by putting up easels and distributing bookmarks will be highlighted on the UCS website.*

**JOIN THE LEGACY OF EMERSON AND THOREAU**

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**Penguin Classics on the environment:**

- Under the Sun-Wind Booked Corner
- The Snow-Geared Paper Mountains
- Nature and Culture: Essays Ralph Waldo Emerson

**10 PERSONAL GLOBAL WARMING SOLUTIONS**

1. Drive a more fuel efficient car and look for new technologies like hybrid engines.
2. Choose clean and renewable power for your electricity.
3. Look for Energy Star when purchasing new appliances.
4. Unplug the extra freon that you only need for parties when not in use.
5. Get a free home energy audit offered by many utilities.
6. Replace your incandescent bulbs with more efficient compact fluorescents.
7. Join a carpool or take mass transit.
8. Buy wood from a sustainable forest.
9. Plant a tree in your backyard, or inquire about planting trees on private property and public land.
10. Let public speakers know you are concerned about global warming.
11. Submit your personal story at [www.ucsusa.org/americanstories](http://www.ucsusa.org/americanstories)

**JOIN THE LEGACY OF EMERSON AND THOREAU**

**Share Your Story About Global Warming**

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2. Choose clean and renewable power for your electricity.
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**Take a free bookmark. Get involved. Share your story.**

**Union of Concerned Scientists**

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*In a world of literary texts, only one is real.*

# MARKETING

## PUBLICITY

- 25-city radio satellite tour with representatives of UCS and Penguin Classics
- Pitches to print, radio, TV, and online media in the following areas: publishing, business, conservation, green living, nature, outdoors, science, academic, and lifestyle
- Online publicity to literary, environmental, science, lifestyle, and business blogs and sites

## PROMOTIONS

- Feature in the Penguin Winter 2009 catalog, available August 2008
- Special flyer for publicity purposes and at UCS and book retail locations
- Display easels featuring free bookmarks to be placed in retail locations with Penguin Classics
- Online component on [us.penguinclassic.com](http://us.penguinclassic.com) linking to UCS's website

## ADVERTISING

- Announcement ad in the *New York Times Book Review*
- Trade advertising on Shelf Awareness.com

## ACADEMIC/LIBRARY SALES AND MARKETING

- The Academic Sales and Marketing Department will promote the partnership to universities and colleges, high schools, and libraries, targeting both students and professors, and will feature the campaign along with Penguin Classics at all the major academic conventions and trade shows, as well as through our extensive catalog outreach and academic services website



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