

**URGENT APPEAL: TREASURE AMERICA PROJECT  
PROMOTING SOUND ENERGY POLICY IN THE UNITED STATES AND PROTECTING THE  
ARCTIC NATIONAL WILDLIFE REFUGE**

The Treasure America Project ([www.treasureamerica.org](http://www.treasureamerica.org)) is an intensive, bi-partisan effort of American business people to defend our nation from the high cost of oil dependency.

On March 16<sup>th</sup>, 2005, special interest groups convinced 51% of the U.S. Senate to allow an Arctic National Wildlife Refuge oil drilling provision in the federal budget. This is a step backward in our national energy policy that neither promotes energy independence nor encourages competitive business development in our nation. Oil-based economies fluctuate based on global prices and create institutional resistance to innovative new energy technologies. Although select groups benefit financially from drilling in the short-term, the majority of America does not.

*We request your support in ensuring a sustainable and prosperous America.*

Neither American citizens nor native Alaskans need to sacrifice financial welfare for environmental conservation. By focusing our national energy strategy on the development of efficient technologies and alternative energy sources, American corporations will create abundant energy savings, jobs and wealth without causing environmental degradation. For native peoples, reduced oil drilling in northern Alaska allows these cultures to regain control of their future and diversify their economy into sustainable economic activities.

The work for this project has begun already and will continue throughout the summer of 2005. The Treasure America Project will work with key decision makers to a) promote better, faster, cheaper ways to reduce foreign oil dependence and b) work with proponents of drilling (oil service companies, industry labor groups, etc.) to transition toward more sustainable business activities. The Treasure America Project team seeks your financial support to:

- 1) Host economic development strategy workshops with Native Alaskans seeking alternative income sources not dependent on oil drilling;
- 2) Facilitate meetings with energy and transportation sector leaders nation-wide to discuss win-win solutions for stimulating economic growth in America without degrading America's remaining pristine areas; and
- 3) Launch a nation-wide educational media campaign (including the production of a documentary film) explaining how drilling in the Refuge neither reduces US gas prices nor stimulates long-term economic development.

*Due to the pressing need for action, donations are urgently requested prior to the May 15<sup>th</sup> fundraising deadline.*

**HOW TO DONATE:** The Treasure America accepts check, PayPal, credit card or equity donations.

Please make checks payable to *Natural Capitalism Solutions* and mail to:

**Treasure America  
Natural Capitalism Solutions  
P.O. Box 398  
Eldorado Springs, CO 80025**

For PayPal or Credit Card donations please go to [www.treasureamerica.org](http://www.treasureamerica.org) and click "Donate Now."

For additional information please contact Nancy Johnston,  
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**The Treasure America Project is an initiative of Natural Capitalism Solutions (NCS). A non-profit 501(c)(3) organization founded and led by L. Hunter Lovins, NCS' supports innovative, practical projects that enhance sustainability and prosperity world wide. See [www.natcapsolutions.org](http://www.natcapsolutions.org).**

**ALL CONTRIBUTIONS ARE TAX-DEDUCTIBLE**