



## **Kikkerland is giving back so that we can all give back—more—together.**

We want to let you know that we are supporting important causes without hitting you over the head with marketing lingo or making you feel like a cash cow. But the fact is that when we give back, you're giving back and we thought you might want to know where that fiver for your wooden whale nail brush or a pair of hedgehog dryer buddies is going while you're at home splashing around in the tub or doing that last load of laundry. We're passing your goodwill and support along to some non-profit organizations that we believe—and think you will too—are doing profitable work in the world.

- Over the past four years, through purchases of our Endangered Erasers we have been able to share \$10,000 with The Center for Biological Diversity, which uses science, the legal system and the media to protect the habitats of endangered species (like the rhinoceros, gorilla, or Bengal tiger, with whom you may be erasing something right now). This means that, in the act of rendering a Kikkerland Endangered Species Eraser extinct, you're helping the CBD to save real lives. Last year alone, the CBD achieved crucial federal protection for more than 100 species of animals and plants and advocated for 26 million acres of lynx real estate, as well as land for wolverines, ancient cedar trees and Monarch butterflies, who need more than air space. They're fighting to preserve an ecosystem that we are all a part of, so that Kikkerland won't have to add a human being eraser to the Endangered collection any time soon.
- 22.27'32.78" S - 43.12'43.35" W - (Alt. 2,600' to 3,100') This is the address, between Kilometers 71 and 73 of the BR-040 interstate highway in Brazil, of the 200,000 m<sup>2</sup> (50 acre) forest--and a lot of sorely needed oxygen--that you're helping the Mil Folhas Project to grow. It is an area once densely matted with native Atlantic forest that was destroyed in the mid-1970s. By 2016, when the forest will be strong enough to multiply on its own, Mil Folhas will have planted approximately 300,000 trees and re-introduced rare species that had vanished from the region. Mil Folhas is also establishing a rich genetic bank of tree species that will eventually form the basis of reforestation projects elsewhere in the world.
- Another worthy investment that we are making, through the sales of our Writers Blok products, is in 826NYC, which is working to expand the creativity and writing skills of New York City students, while inspiring teachers to be inspiring.

If you think these groups deserve more applause or support, we hope you'll reach out to them directly to continue the helping that you've already started here, with us.