

**Canadian Wildlife Federation**  
**Product Letter**

Dear Nature Lover,

With the holiday season upon us, I think of the heart-warming film, "It's a Wonderful Life," and how it holds an even deeper meaning for all Canadians and the plight of our wildlife.

We all know the story - Jimmy Stewart's character, George Bailey, is overcome by depression. An angel takes pity on George and shows how the town of Bedford Falls would have fallen into ruin without him. The vision helps George rediscover what's important in life.

Imagine for a moment our beloved Canada is Bedford Falls without George Bailey: our skies are empty since the Swainson Hawk has become extinct...our waterways are polluted and dead...sea lions no longer grace our shorelines.

Just like poor George Bailey and the town of Bedford Falls, our natural heritage stands on the brink. Cuts in government spending, pollution, and cold indifference have left countless species fighting for survival.

*But all is not lost -- if we act now, we can change the course of events.*

**We're asking all concerned Canadians to come to the aid of all wildlife by becoming a member of the Canadian Wildlife Federation (CWF).**

To encourage you to join the CWF, I'd like to give you these heart-warming holiday cards. They were designed especially for the CWF to remind our loved ones of the great responsibility entrusted to us -- protecting our natural heritage.

While we hope that you will use these cards to share the joy of the season with your friends and family, we also hope that you will speak out for our silent animal friends by supporting our efforts.

Your donation -- no matter the size -- will help us save the beluga whale and burrowing owl. Your generosity will help us expand our education, preservation, and recovery programs.

The future of Canada's creatures, wild spaces and waterways depends on us all. You can make sure that our "Wonderful Life" has a happy ending by joining the CWF!

Sincerely,

Colin Maxwell  
Executive Vice President

P.S. In the fight to save our natural heritage every voice counts. Please join the CWF by becoming a member today!

**Bubble Copy**

Yes, I want to help preserve Canada's natural heritage and protect our wildlife!  
Enclosed is my donation of: