



# HELP ECOTREND ECOLOGICS HELP THE AMAZON RAINFOREST CONSERVANCY.



Ecotrend Ecologics has partnered with the Amazon Rainforest Conservancy (ARC) to help the registered Canadian charity achieve its goals.

**A R C** acquires and protects land in the Amazon rainforest to keep it out of the hands of illegal loggers and gold miners. ARC currently cares for over 1,416 hectares (3,500 acres) of land in the Tambopata area of south-eastern Peru. Tambopata is world-renowned for its unusually high biological diversity and is home to uncontacted tribes. Sadly, this area is currently facing extreme environmental challenges.

Just 15 years ago, this region had been a sparsely inhabited corner of the Amazon basin unconnected by road to the outside world. Two events occurred which changed this area forever.



The first was the opening of the Interoceanic Highway in 2011, which connects Brazil's Atlantic Ocean port to a Pacific Ocean port in Peru. This highway slices through previously remote and inaccessible areas of the Amazon and has sprouted a whole network of secondary roads. These new roads are being used by people from Brazil and the Andean highlands who are flocking to this area to exploit the natural resources.

The second event related to a spike in gold prices, which fuelled a massive increase in illegal gold mining, especially in the Tambopata region of Peru. The government estimates 40,000 illegal gold miners ply their trade here, creating a muddy scar in the jungle so vast it's visible from the International Space Station!

ARC was established with the realization that Peru, as a developing nation, does not have the financial resources to fully curb the destruction of its rainforest. We can't rely exclusively on the governments of other countries to preserve the world's forests and the ecological benefits they provide. It is up to organizations, like ARC and Ecotrend Ecologics to educate, inspire and raise awareness that we have to make the planet's future a priority.

Our work depends entirely on donations from our supporters who share our passion with the natural world. ARC's Canadian operation is run entirely by volunteers, so all donations go directly to the conservation projects!

To donate or learn more about the ARC please visit our website.

[www.amazonrainforestconservancy.com](http://www.amazonrainforestconservancy.com)