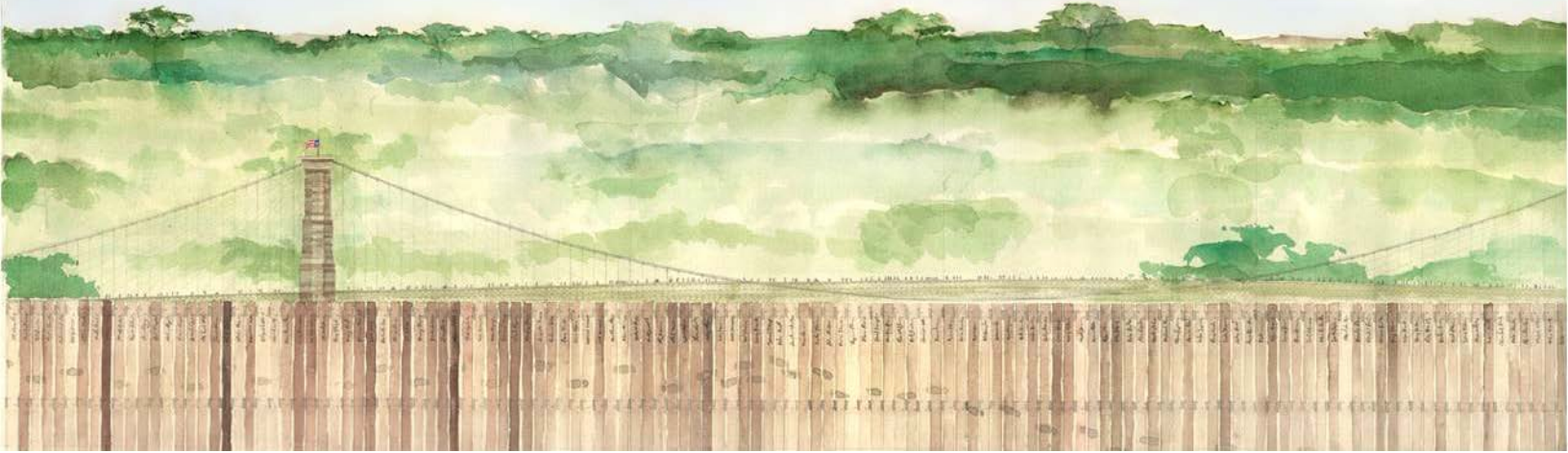


BROOKLYN BRIDGE FOREST

Preserve a Landmark | Protect a Rainforest | Cultivate Global Partnerships



The Brooklyn Bridge is a symbol of welcome and vision to the world: Over a million people walk or bike across this New York City icon each year. Designer John Roebling's genius 135 years ago was to contrast stone and steel with the warmth and texture of natural wood to attract the pedestrian. The wood-planked Promenade is a draw for locals and visitors from around the world and has been the muse of famous artists from Georgia O'Keefe and Walt Whitman to Frank Sinatra.

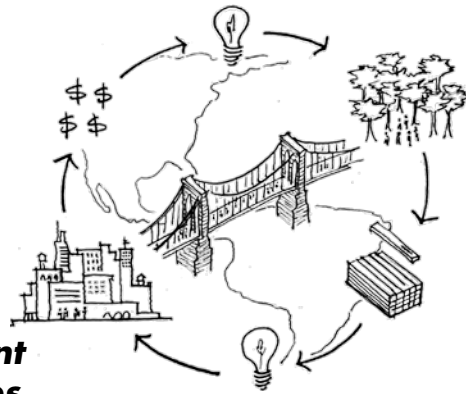
Every 35 years this wooden boardwalk must be replaced. As we approach the next cycle of plank replacement, the City is considering how to responsibly source the wood. Historically, the tropical timber used for the boardwalk was cut in an unsustainable manner from South American forests. Growing concern for rainforest protection, climate change, and NYC's commitment to sustainability demand a new model for boardwalk replacement that maintains the Promenade's historic integrity.

The Brooklyn Bridge Forest (BBF) is an innovative model for proactive sourcing that could provide New York City the wood it needs in perpetuity, while protecting an endangered ecosystem—linking a bridge with a forest. The 11,000 boards will be sourced from a partner community in Guatemala who manage and protect an FSC certified rainforest covering almost 200,000 acres—the size of New York City's five boroughs. Supporters—individuals, community groups, and schools—will provide sponsorship donations on a sliding scale and would have their signatures inscribed at the end of each new plank. This innovative partnership model will provide a new boardwalk while helping protect 18 acres of primary rainforest per plank. Ultimately, it will create a powerful symbol—a petition of 11,000 signatures stretching more than half a mile long—telling world leaders it's time to take action on climate change, and showing that cities can play a central role.

The BBF will source extraordinarily durable Manchiche hardwood from the Uaxactún Forest in Guatemala, a lush rainforest once home to an ancient Mayan civilization. The community of Uaxactún has worked in partnership with Wildlife Conservation Society and other agencies for two decades to certify, manage and protect its forest—the keystone of the vast but threatened Maya Biosphere Reserve, covering 5 million acres and home to jaguars, countless species of mammals, reptiles, birds, and an astounding diversity of trees and plants.



The Brooklyn Bridge Forest connects New York City and rainforest conservation and pilots a new model for civic engagement and partnerships.



www.BrooklynBridgeForest.com



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WHAT ARE THE BENEFITS FOR NYC?



Engaging Citizens in Preserving a Historic Landmark and Protecting the Global Environment

Brooklyn Bridge Forest will:

- Enable New Yorkers of all income levels to sponsor a plank on the historic Brooklyn Bridge Promenade.
- Re-plank the Promenade with sustainably sourced wood at no cost to NYC.
- Protect a tropical rainforest covering 200,000 acres – the same size as NYC.
- Provide scholarships and education outreach programs on environment and sustainability for NYC K-12 schools and universities.



Restoring and Enhancing NYC's Green Spaces

Brooklyn Bridge Forest will:

- Provide resources for parks and natural areas across the five boroughs.
- Restore NYC's 10,000 acres of forests, dunes, and wetlands that make the city more resilient to climate change.
- Create green jobs for New Yorkers.
- Support environmental education and community service.



Building a Model of Civic Leadership

Brooklyn Bridge Forest will:

- Boost NYC's role as a global leader in urban sustainability and environmental education.
- Help create a new model of citizen participation in public-private partnerships.
- Demonstrate NYC's commitment to reducing tropical deforestation and addressing climate change.



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