

Dear Activist,

Thank you for your dedication to saving the whales. Your participation is key to putting an end to the senseless business of killing whales once and for all.

Greenpeace and whale protection have gone hand-in-hand since 1975 when we launched our first anti-whaling campaign. This past winter, we once again sailed to the Southern Ocean Whale Sanctuary to bear witness to the whale slaughter and give our all to help as many whales escape the harpoons as possible.

Our ships, the Arctic Sunrise and the Esperanza, left Cape Town in South Africa on November 20th to intercept the Japanese whaling fleet. On December 21st, we made first contact with the whalers and doggedly pursued them through the end of January. Greenpeace activists successfully kept the whaling fleet on the run, positioned themselves in the path between harpoons and whales, and documented whales in agony from exploding harpoons.

But, bearing witness to the whale slaughter on the high seas is not enough. We need you.

Whaling is big business and we, consumers, have a role to play in bringing this bloody business to an end. In the U.S., one company in particular, Gorton's of Gloucester, can make a difference in the fight to save the whales.

Gorton's of Gloucester portrays itself as an all-American family business, but in reality it is a wholly owned subsidiary of Nippon Suisan (Nissui), a Japanese multinational seafood conglomerate. Nissui is a former whaling company that currently owns a 1/3 share of the Japanese whaling fleet. Gorton's is Nissui's most profitable overseas subsidiary, and is critical to Nissui's success in North America. Gorton's is the face of Nissui in the U.S., and when American consumers are made aware of the connection between Gorton's and whaling, they will not support a company in the whale killing business.

The question is simple – what is more valuable to Nissui? A profitable Gorton's of Gloucester or the dead end industry of whaling that produces whale meat that consumers don't want?

In this Whale Activist Kit you will find a DVD and factsheet that give an overview of the International Whaling Commission (IWC), the Southern Ocean, industrial whaling and Gorton's connection to this industry. Also included are postcards, petitions, flyers, sample letters, directions for making origami whales, and the Gorton's "shame logo." Please send the postcards, petitions, origami whales and copies of any letters to grocers back to the Washington, DC Greenpeace office and we will deliver them en masse to Gorton's in late spring. For the origami whales, let your creativity run wild – large and small origami whales, made of wrapping paper or construction paper, with poems or simple messages written on them...if whales could speak for themselves, what would they say? Send us your whales and we will make your voices heard.

Thank you so much for your actions in defense of whales. Together we can put an end to the whale slaughter.

Sincerely,
Beth Fitzgerald, Senior Oceans Campaigner
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