



Earth Month 2008 generated a record-breaking \$2.8 million for both global and regional partners. Of that, the Aveda network contributed \$2.1 million for local water projects through 20 environmental organizations in the U.S., Canada, Australia, and Asia. Both the diverse work and approaches of these regional partners demonstrate the importance of making every drop matter amidst the international water crisis. Together, their efforts are helping to make clean water accessible for everyone, everywhere.

Western Resource Advocates (WRA) is thrilled to be a regional Aveda Earth Month Partner. Just as Aveda's mission is to care for the world we live in, Western Resource Advocates' mission is to care for the western United States by protecting its lands, air and water.

Intrinsic to the West's beauty and survival is water: from snow-capped mountains and plentiful gushing streams to the flowers that somehow bloom in the stark dry beauty of our deserts. In 2008, Aveda helped Western Resource Advocates protect those treasured water resources by raising nearly \$100,000. Our goal is to protect the West's rivers, streams and lakes while also helping growing communities to meet their human water needs. Both are essential to life in the West.

Who we are

Western Resource Advocates was founded in 1989 to help local citizen groups find free or low-cost legal counsel when their health and environment were threatened by industrial, corporate or governmental actions. We were there when large companies threatened to site toxic-spewing plants in poor areas, when the survival of endangered species were threatened by development, and when government failed to protect the people and environment as this nation's laws had proscribed.

We have grown into an organization of nearly 30 staff members in seven western states actively working on land use, energy and water issues, dealing with problems as diverse as stream protection, putting in place environmentally-protective rules for oil and gas development, advocating for use of clean energy, and promoting quiet recreation in Western forests.

Western Resource Advocates is uniquely positioned in the West. With a lengthy history of success, an attitude of cooperation

over confrontation and highly sought-after expertise, Western Resource Advocates is recognized as a leader on western environmental issues.

We are supported by membership donations and philanthropic foundations, and Aveda's partnership is a vital new source of support for which we are tremendously grateful.

What we've done

Money raised by Aveda's Earth Month activities empowered Western Resource Advocates to accomplishing the following:

- Our Smart Water program promoted water conservation in four states to help western residents live better with less water.
- Western Resource Advocates helped protect Colorado's Gunnison River and the stunning Black Canyon of the Gunnison National Park. We secured water rights for the river while also looking after the interests of local farmers and ranchers who rely on the river for their living.

- Western Resource Advocates worked to save four species of endangered fish that are native to the Colorado River. We play an active role in making sure western rivers hold enough water to allow the fish to recover to self-sustaining populations.
- We advocated for use of clean energy sources such as wind and solar that require little water to produce power.

How Aveda Helped

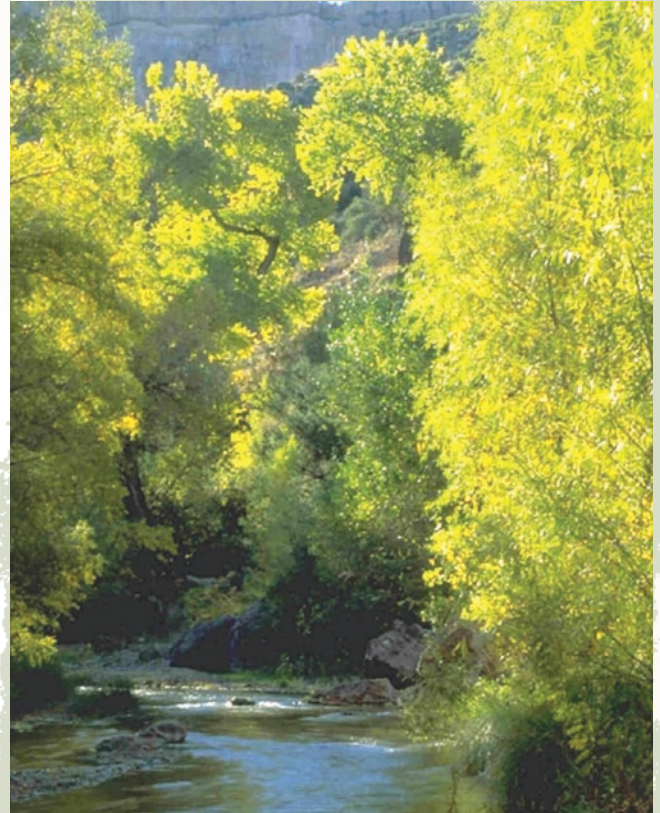
Over 60 Aveda salons in six western states pooled their hard work, ingenuity and persistence to raise money for Western Resource Advocates. From fashion shows to silent auctions, Earth Day parties to cut-a-thons, Aveda staff gave of themselves and solicited donations from others to make a difference.

One particular salon, Ten Salon and Spa in Loveland, Colorado, dreamed big and held a raffle for a brand-new Toyota Prius automobile selling nearly 3,000 of the \$10 tickets.

Find out more information about WRA by visiting www.westernresourceadvocates.org



Timothy Tobin won a brand new Prius as part of Aveda's Earth Month fundraising for Western Resource Advocates.



Want more info?

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