

## **The 2009 New York Times full-page ad calling for aggressive US climate action.**

On 6 December 2009 U.S. business leaders and liberal luminaries took out a full-page ad in the New York Times calling for aggressive climate action. In an open letter to President Obama and the U.S. Congress, they declared: “If we fail to act now, it is scientifically irrefutable that there will be catastrophic and irreversible consequences for humanity and our planet.” One of the signatories of that letter: Donald Trump.

As business leaders we’re optimistic that President Obama is attending Copenhagen with emissions targets. Additionally we urge you our government to strengthen and pass United States legislation and lead the world by example. We support your effort to ensure meaningful and effective measures to control climate change, an immediate challenge facing United States and the world today. Please don’t postpone the earth. If we fail to act now it is scientifically irrefutable that there will be catastrophic and irreversible consequences for humanity and our planet. We recognize the key role of American innovation and leadership play in stimulating the worldwide economy. Investing in a clean energy economy will drive state of the art technologies that will spur economic growth, create new energy jobs and increase our Energy Security, all the while reducing harmful emissions that are putting our planet risk. We have the ability and the know-how to lead the world in clean energy technology to thrive in the global market and economy. But we must embrace the challenge today to ensure that future generations are left with a safe planet and a strong economy. Please allow us to the United States of America to serve in modeling the change necessary to protect humanity and the planet

Signed by: Donald J Trump Chairman and President, Donald J Trump Jr. EVP, Eric F Trump EVP, Ivanka M Trump EVP, The Trump Organization

Dear President Obama  
& The United States Congress,

Tomorrow  
leaders from 192 countries  
will gather at  
The UN Climate Change Conference  
in Copenhagen  
to determine  
the fate of our planet.

**As business leaders** we are optimistic that President Obama is attending Copenhagen with emissions targets. Additionally, we urge you, our government, to strengthen and pass United States legislation, and lead the world by example. We support your effort to ensure meaningful and effective measures to control climate change, an immediate challenge facing the United States and the world today. Please don't postpone the earth. If we fail to act now, it is scientifically ineluctable that there will be catastrophic and irreversible consequences for humanity and our planet.

We recognize the key role that American innovation and leadership play in stimulating the worldwide economy. Investing in a Clean Energy Economy will drive state-of-the-art technologies that will spur economic growth, create new energy jobs, and increase our energy security all while reducing the harmful emissions that are putting our planet at risk. We have the ability and the know-how to lead the world in clean energy technology to thrive in a global market and economy. But we must embrace the challenge today to ensure that future generations are left with a safe planet and a strong economy.

Please allow us, the United States of America, to serve in modeling the change necessary to protect humanity and our planet.

In partnership,

Chris Anderson, *Co-founder, TED*; Richard Baker, *Chairman, Lind & Taylor*; Dan, David & Louise Swales, *Blue Hill*; Chris Blackwell, *Founder, Island Records, Island Records*; Geoffrey Canner, *Editor, Vanity Fair*; Deepak Chopra, *Adjunct Professor, Kellogg School of Business and Management*; Yvon Chouinard, *Founder, Patagonia*; Ben Cohen, *Jerry Greenfield, Co-founders, Ben & Jerry's*; Gregory Collier, *Creator, Ashby & Stone*; Kenneth Cole, *Cosmetics*; Kenneth Cole, *Cosmetics*; Pauline Dolan, *CEO & Creative Director, ABC Home, ABC Carpet & Home*; Tom Colicchio, *Chief & Partner, Craft Restaurants*; 42 Creative, *Gary Binkley, Co-Owners & Co-CEOs, C&H Bar & Company*; Steve Ellis, *Founder, Chairman & Co-CEO, Chipotle Mexican Grill, Inc.*; Dean Farrow, *CEO, Dean Farrow*; Matt Franks, *CEO, Ben & Jerry's Homemade*; Mitchell Gold, *Chairman, Bob Williams, President, Co-Founder, Mitchell Gold + Bob Williams*; Matt Goldman, *Co-Founder & CEO, Bluebird Group*; Ben Johnson, *CEO, Harriet Lee*; Robert Gmitter, *Founder, Peasante Associates*; Janga Lineman; *Adrian Omerly, Rockbox Productions*; Sam Hoggins, *Former Chairman, Huggo, Inc.*; Sam Hoggins, *Executive Editor, Altimet*; Gary Hirschberg, *CEO, Greenfield Yogurt*; Jeffrey Hirschberg, *CEO, Savannah Greenhouse*; Kate Hudson, *David Hubert, Co-Founders, David Hubert for Whisked*; Mike Huggins, *CEO, Aspen Group Company*; Michael Rasmussen, *President, Costco Foods*; Graydon Leach, *Creator & Founder of Sheryl*; Eben Olat Unibied, *Founder, Unibied Excellence*; Denny Meyer, *CEO, Union Square Hospitality Group*; Laura Michalchuk, *President & GM, Planet Green, Discovery Communications*; Will Papp, *Chairman & Founder, Garden of Eatin' Supply Company*; Janet Reinhardt, *Founder, Aveda, Founder & CEO, Intelligent Nutrition*; David Rockwell, *Founder & Design, Rockwell Group*; Marty Rubin, *Founder, Chef & CEO, Day Bakery, Brooklyn Gear Bakery*; Michael Rupp, *CEO & President, The Rockaway Group*; Gordon Segal, *Chairman, One & One*; Jeff Skoll, *Founder, Fortunate Media and Skoll Foundation*; Henry Srebnik, *CEO, Editor, Greg Garsenoff, Founder, Garsenoff*; Michele Stern, *President, Aerie USA*; Marika Stewart, *Founder, Marika Stewart Living Collections, Inc.*; Jeffrey Swartz, *CEO, Timberland*; Tom Sully, *CEO, TeraVoice*; Donald J. Trump, *Chairman and President, Donald J. Trump LLC, DWT, Sky F, Trump, DWT, Ivanka M, Trump, DWT, The Trump Organization*; Jean-Benoit Vanparisis, *Executive Chief & Design, Jean-Georges Management LLC*.

If you want to go quickly, go alone. If you want to go far, go together. [www.wwf.org](http://www.wwf.org)  
Business leaders, sign onto the initiative [www.businessleadersforclimatechange.us](http://www.businessleadersforclimatechange.us)