



## THE QUIT IT CAMPAIGN

Helping to protect the Amazon might seem impossible because it is so huge, but it is possible. If you love the people, animals, trees, plants, or the river, here is something you can do.

Join the *Quit It Campaign!*

Follow the steps below to help protect and save the Amazon:

Use the attached outlines as a guide to help you write to your local and state government representatives or a company that abuses the Amazon. Your goal is to politely ask them to "Quit it!"

You can ask representatives to protect the Amazon by passing legislation that forces companies to quit abusing it.

You can write to a company that abuses the Amazon and politely ask them to - "Please, quit it!"

To help persuade them, draw a picture of your favorite indigenous people or creature from the Amazon.

Write a sentence describing why you think they are amazing.

Write a sentence describing why it is essential to save them.

Ask your teacher/adult to help you make any corrections you may need.

After you make corrections, rewrite your letter by hand. This is important. It makes your request more personal and impactful.

Place your drawing and your letter into an envelope and mail it.

*Congratulations on doing your part to help save the Amazon!*

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**Practice Outline:**

Dear \_\_\_\_\_  
(Name government official or Business)

As you know, the Amazon people, animals, trees, plants, and river are in immediate danger.

My favorite indigenous tribe/animal/insect/bird/primate from the Amazon is the \_\_\_\_\_ .  
(Name of your favorite)

I like them because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

It is important to save the \_\_\_\_\_ because  
(Name of your favorite)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please, protect the Amazon and the \_\_\_\_\_  
(Name of your favorite)  
by passing legislation that prevents companies from abusing it.

Please, tell them to **quit it** before it is too late! Thank you!

or

Please, reconsider your production practices in the Amazon to help  
save it and the \_\_\_\_\_.  
(Name of your favorite)

Please, **quit it** before it is too late! Thank you!