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# ANTARCTICA

## *a call to action*

SEBASTIAN COPELAND

*Foreword by* ORLANDO BLOOM

*“We all share the responsibility to preserve this remote part of the world, in order to preserve ourselves.”*  
—Sebastian Copeland from the *Introduction*

*“This is a call to action for each of us to learn to appreciate what we can do to protect and cherish our own backyard, this remarkable environment, Earth: our home”*  
—Orlando Bloom from the *Foreword*

Antarctica is an irreplaceable contributor to regulating the earth’s temperature and seasons – a vital requirement for the human development and agricultural prosperity that our lives depend upon. Technological advances and the apparent need to fulfill our ravenous appetite for consumption have caused detrimental consequences for this delicate and important continent. The overall temperature of the earth is increasing, the ice is melting, species of animals face extinction, while unknown forms of vegetation are arising – all threatening the balance of our fragile ecosystem and risking the quality of future generations.

*Antarctica: A Call to Action* (Earth Aware Editions, October 2008) by award-winning photographer and Global Green leader Sebastian Copeland delves into these consequences of human activity on Antarctica and the rest of the planet while offering hope for change. Copeland captures the beauty of Antarctica while conveying a motivational message that each of us can make a positive difference to lessen the threat of global warming. The follow-up to his bestselling *Antarctica: The Global Warning* that received rave reviews, *Antarctica: A Call to Action*, with its magnificent photographs and insightful commentary, is intended to inspire people to take action to save this spectacular continent for future generations.

In the introduction, Copeland explains the dangerous deterioration and the priceless nature of Antarctica in relation to the entire world. He describes the poles of the earth as “barometers to the world: they are the fragile icons of the relationship of cause and effect.” Copeland paints a picture of a beautiful land in need of attention, relating the threat of Antarctica to human activities, pulling this seemingly distant land closer to those who can help it. He expresses his positive

intentions for the book, calling for people to “take stock of the individual accountability we all share to cherish the condition of our existence, and protect the source of our survival.”

With insightful commentary, the purity of the un-doctored photographs and “takeaways” or tips provide readers with actions to take to preserve Antarctica and its fragile ecosystem:

**WASH COLD:** Washing one load of laundry per week in cold instead of warm water saves 250 pounds of carbon dioxide from entering the atmosphere per year.

**DRIVE LESS:** Driving five miles less per week eliminates 900 pounds of carbon dioxide annually.

**SAVE WATER:** A typical bath uses 30-70 gallons of water, showers use much less. Taking showers instead of baths also eliminates the emission of 1,000 pounds of carbon dioxide per year. Turn the water off while brushing teeth.

For his first book in 2007, *Antarctica: The Global Warning*, Copeland won the International Photography Award for Professional Photographer of the Year in the Book category, and the book earned Book of the Year in the Nature category. *Antarctica: A Global Warning* garnered overwhelming support, respect, and recommendations from international publications, politicians, celebrities, and media sources:

“Sebastian Copeland’s stunning photographs are a stark reminder of what we stand to lose. He has ventured to the bottom of the world and returned with a message that we cannot afford to ignore.” —Sting, [sting.com](http://sting.com)

“A stunning book of photography...” — *The Sierra Club*

“A book of haunting beauty, Antarctica lures us with its images and compels us with its words. It’s a powerful call to action to combat global warming. Sebastian Copeland’s photography, combined with the insights of luminaries and environmental experts, makes a case that is both exquisite to look at and impossible to ignore.”

— Arianna Huffington, political commentator [HuffingtonPost.com](http://HuffingtonPost.com)

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*About the Author:*

Sebastian Copeland serves on the Board of Directors of Global Green USA, an affiliate of Mikhail Gorbachev’s Green Cross International. Copeland’s work has appeared in hundreds of publications worldwide, including *GQ*, *Cosmopolitan*, and *Vanity Fair*. He is a leading force behind the intersection of environmentalism issues and celebrity activism.

In 2007 Copeland earned the International Photography Award for Professional Photographer of the Year in the Book category for *Antarctica: The Global Warning*, which earned top honor as Book of the Year in the Nature category.

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***Antarctica: A Call to Action***  
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