



© 1986 Panda symbol WWF® "WWF" is a WWF Registered Trademark



HELP SAVE THE T-SHIRT

The T-shirt needs help. Because the cotton crop it's made from absorbs thousands of litres of water. WWF is helping farmers grow thirsty crops, like cotton, rice and sugarcane, more sustainably with less water. This takes the pressure off freshwater ecosystems, benefiting people and nature. We also help businesses understand the amount of water in their raw materials and final products, so they can be more efficient, and look after nature as well as their bottom line. Help us look after the world where you live at panda.org/50



Zambezi river.

© NaturePL.com / Peter Oxford / WWF

	32295 WWF_TShirt_SP	Artworker: NS	Proof: 1	DATE: 10.03.11		TAG@GILVY		
	Client: WWF _ HELP US	job# 000000				client/campaign	File Format	
	Description: PRESS	000/000				000/000		
	Artwork Size: 420x297	Colour correction				V1	Operator	
	Publication: N/A							
Traffic: Grant Mason		Page 1 FONTS: UNIVERS						

VERY IMPORTANT FOR REPRO: Please check A/W files for correct trapping. This is your responsibility.

Tag@Ogilvy