



**Media Release** 30 March 2011

## **Native forests more valuable standing up: new advertising campaign launched**

Continued logging of Tasmania's native forests will undermine both the environmental and economic benefits of keeping them standing up, a new television advertising campaign launched today states.

Leading Tasmanian biologist and academic Dr Peter McQuillan from the University of Tasmania agreed to feature in the advertising due to concerns that a failure to end logging of native forests ignored the valuable role they play in fighting climate change.

"We've learned that our native forests store more carbon than any other. For this and the many economic benefits native forests can provide, it is clear that these forests are more valuable standing up," Dr McQuillan, of the School of Geography and Environmental Studies at the University of Tasmania, said.

Dr Peter McQuillan today launched the new television and radio advertisements, which were produced by Environment Tasmania, The Wilderness Society and the Australian Conservation Foundation.

"We all rely on the biodiversity of our native forests for clean air, water and natural resources," Dr McQuillan said. "With 13 500 known species of plants, animals and fungi, Tasmania is one of the most biodiverse islands in the world."

"I have supported this advertising campaign in order to call on politicians to act now and stop cutting down our valuable native forests. It's something that most Australians want to see.

"The multi-party forest agreement provides the opportunity to both protect these forests and build a sustainable timber industry with secure jobs," he concluded.

Environment Tasmania, The Wilderness Society and the Australian Conservation Foundation have launched this public campaign to help build public support for the multi-party forest agreement. The campaign aims to raise awareness about the benefits of forest protection and inspire state and federal governments to deliver forest protection and the multi-party forest agreement.

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Native forest more valuable standing up

Links to access the TV Advert

<http://www.youtube.com/watch?v=te8wZhypU1U>

Hires TV version for media: <http://mbf.cc/sbf6>

Hires YouTube version: <http://mbf.cc/h46W>

The radio advertisement is also available upon request.