



For Immediate Release  
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**ARC to Present Carbon Conservation Maverick Dorjee Sun  
—Subject of *The Burning Season*, premiering at Tribeca Film Festival  
With 2009 New Species Award at the  
18<sup>th</sup> Annual Artists for the African Rainforest Benefit**

The **African Rainforest Conservancy (ARC)** will honor carbon credit pioneer **Dorjee Sun** at its **18<sup>th</sup> Annual Artists for the African Rainforest Benefit**—to be held on **Monday, April 20 at 7 pm in New York** at host **Donna Karan's Urban Zen Center at the Stephan Weiss Studio** (711 Greenwich Street).

The Earth Week event will showcase excerpts from ***The Burning Season*** ([www.theburningseasonmovie.com](http://www.theburningseasonmovie.com)). Narrated by **Hugh Jackman**, the film documents honoree Dorjee Sun's vision of applying a Wall Street mindset to the problem of global warming. The film will premiere at the Tribeca Film Festival ([tribecafilmfestival.org](http://tribecafilmfestival.org)).

Other highlights will include an international photography auction by Sotheby's including works by **William Abranowicz, Chris Dei, Paige Deponte, Dan Eldon, Arthur Elgort, Joseph Grant, Elizabeth Gilbert, Pamela Hanson, Chris Jordan, Wayne Maser, Arthur Meyerson, Carlo Mari, Steve McCurry, Beth O'Donnell, Anders Overgaard, Lyle Owerko, Mirella Ricciardi, Norman Jean Roy, and Spencer Tunick**. **Peter Tunney** will emcee the evening.

ARC will also bestow the name, *Kinyongia dorjeesuni*, a newly discovered blue spotted species of chameleon from the Tanzania rainforest, to honor Sun. 2008 New Species recipient, eco-activist **Gloria Flora**, will then present the New Species Award to Sun who will join the ranks of previous ARC New Species Award recipients including Harrison Ford, James Gandolfini, George Plimpton, Peter Seligmann, Chairman and CEO of Conservation International, and Dr. Michael Oppenheimer, Professor of Geosciences and International Affairs at Princeton University.

Dorjee Sun, the CEO of **Carbon Conservation**, is a dynamic young entrepreneur causing an international stir with his ground-breaking carbon trading plan to end forest devastation—by demonstrating that forests are worth more to farmers and companies if left standing. Farmers and companies should be paid to protect the forests instead of clearing them to plant cash crops.

Says Sun, "Every day, we lose 71,000 football fields of pristine rainforest at the hand of forestry companies" he says. "We can continue to kick around on the fringe of irrelevancy, or step up to the plate and make a real difference?"

Initially alarmed by images of orangutans being burned alive (and facing extinction), Sun makes it clear his motivations are sound, but that the urgency needs to be coupled with financial incentive for farmers who need to feed their families to choose to conserve their forests over destroying them. The bottom line remains, big business and potential profit. Sun's remarkable story inspired the making of a PBS special and subsequent documentary, *The Burning Season*.

*"If we lose rainforests, which we will by 2050 if deforestation continues at the current rate, we lose the fight against climate change. Deforestation releases more CO2 into the atmosphere than all the world's cars, trucks, and airplanes combined" says Sun. "We all discuss the climate crisis as urgent, but stopping deforestation is one of the quickest and most cost effective ways to reduce global carbon emissions."*

While Sun's efforts have primarily been focused in Southeast Asia, he vision is to extend his carbon trading plan to Africa. As part of the evening's festivities, a partnership will be forged with ARC and Sun's Carbon Conservation with the signing of an agreement to work together to preserve some of the most biodiverse forests on the planet.

Founded in 1990, The African Rainforest Conservancy (ARC) is a New York-based, non profit organization working to conserve and restore African rainforests. With a focus on "sustainability through empowerment of local community," each annual event raises funds for grassroots conservation and community projects in over 130 villages throughout the mountain ranges and coastal forests of East Africa. These forests supply 45% of Tanzania's water and are one of the top twenty Global Biodiversity Hot Spots.

Acre by acre, there are more unique species of plants and animals in these forests than *any habitat on earth*. Yet despite being one of the oldest and most bio-diverse habitats in the world, they are under immense pressure, with only 30% of these trees still standing. The villages ARC supports have led the conservation fight in these forests for 20 years, saving vast tracts of these rapidly disappearing forests and planting over 9 million trees to restore them. ARC also provides support for new environmentally-sustainable, nature based businesses and provides 150 isolated villages with education—which will help lift over 100,000 children out of poverty over the coming years.

Format: Cocktails/canapés. Junior tickets are \$150, General Admission \$300 and VIP tickets are \$500. To purchase tickets for the African Rainforest Benefit or for more information on the African Rainforest Conservancy, visit [www.africanrainforest.org](http://www.africanrainforest.org) or contact Kerri Fallon at [kerri@africanrainforest.org](mailto:kerri@africanrainforest.org) or 212-431-5508.