

Henderson Development
Suite 803, 1090 West Pender Street
Vancouver, BC V6E 2N5
November 20, 2014



Attn: Sam Lo, Senior Mall Manager

Via email info@henderson-development.com

Re: Outdoors Display Advertisement from "Friends of Science"

Dear Mr. Lo,

The International Village Mall is currently displaying on its facade an advertisement from a Calgary, Alberta-based organization called "The Friends of Science." The advertisement—and its misleadingly named sponsor—seeks to seed public doubt about the validity of climate science.

Earlier this month, the Intergovernmental Panel on Climate Change, the global authority on climate science, released a landmark report that synthesized the findings of more than 30,000 peer-reviewed scientific studies. The panel affirmed that climate change is real, ongoing, and the result of human activity—primarily the burning of fossil fuels such as oil, natural gas, and coal.

This warming has not stopped or slowed down, as your advertisement suggests. In fact, unless governments immediately put in place measures to reduce greenhouse gas emissions, global warming will cause "severe, pervasive and irreversible impacts for people and ecosystems." Such impacts include severe-weather events, ocean acidification, coastal inundation, crop failures, and economic disruption. Vulnerable populations in developing nations are at particular risk.

It is morally and ethically irresponsible for your company to tacitly endorse an anti-science agenda by displaying this advertisement on your building. I urge you to reconsider your agreement with the Friends of Science—an organization that is clearly anything but—and remove it immediately.

Sincerely,

A handwritten signature in black ink, appearing to read "Merran Smith", with a stylized flourish at the end.

Merran Smith
Director, Clean Energy Canada
604-947-2200 merran@cleanenergycanada.org