

National Newspaper Advertising Blitz to Sink Pulp Mill

GetUp is launching a suite of full-page newspaper ads - in *The Financial Review* to definitively warn off any potential pulp mill financiers, and in Tasmanian newspapers to urge the new Premier to distance himself from the old.

Examples of the ads are attached to this release below on the next page.

“This is a crucial time in the life of the people’s campaign against Gunns’ pulp mill. The ANZ has pulled out, the Tasmanian Premier has resigned and the pulp mill is at a very vulnerable point both financially and politically,” stated GetUp Executive Director Brett Solomon.

“Potential financiers need to know the full implications of financing this project – and one of those implications is a volcanic consumer backlash, as ANZ similarly faced. Over 40,000 Australians joined the call for ANZ to pull out including 2,000 shareholders and 1,000 customers who visited their local branches to complain about the mill.”

“This financial investment itself is on shaky ground with blow-outs in the project’s costs, sovereign risk concerns, legal challenges and a global credit crisis. Our ad in *The Financial Review*, funded entirely by donations, lays out the high risk involved and we have also contacted the *Financial Times* and *Wall Street Journal* ready to send the message Internationally if required.”

“The Gunns pulp mill has come to symbolise the worst of our parliamentary processes: improper conduct, backroom deals and corporate interference in politics. GetUp’s Tasmanian ads, already booked in *The Mercury* and *The Examiner*, empower the new Premier to build a healthy democracy reflected in environmental, economic and social wellbeing for his state. The future is brighter without a Gunns pulp mill.”

“This is an uplifting example of people power in action - all the might and muscle of a big corporation like Gunns can be effectively matched by the collective concerns of the people when they all chip in together to reach such a wide audience,” said Mr Solomon.

For more information contact Brett Solomon on 0407 419 320.

YOU CAN VIEW THE ADS OVERLEAF ON PAGE 2

About GetUp: *GetUp.org.au is an independent movement to build a progressive Australia. GetUp brings together like-minded people who want to bring participation back into our democracy. GetUp has over 280,000 members nationwide, more than every political party combined.*

www.getup.org.au

ADVERTISEMENT

GUNNS PULP MILL: HIGH RISK INVESTMENT?



RISK FACTORS

- ANZ pulled out
- Infrastructure cost blowout
- Global credit crunch
- Current and prospective legal challenges
- Premier resigned, uncertain political climate
- Sovereign risk concerns
- Strong AUD
- Rising interest rates
- Emissions Trading Scheme imminent

WILL YOU PULP YOUR PROFITS?

ANZ has decided not to finance Gunns Ltd's controversial \$2 billion pulp mill - don't risk your own future by stepping into their shoes. They faced an enormous backlash, demonstrated by the fact:

- over 40,000 Australians wrote to ANZ, urging them not to finance the mill
- over 2,000 ANZ shareholders wrote to ANZ, urging them not to finance the mill
- over 1,000 Australians visited their ANZ branch in person over the mill

Any potential financier may face a similar backlash.

DON'T FINANCE A PROJECT SO MANY AUSTRALIANS REJECT

GETUP IS AN INDEPENDENT NATIONAL POLITICAL ORGANISATION WITH OVER 250000 MEMBERS

www.getup.org.au **GetUp!**
Action for Australia

Authorised by Brett Solomon, 294 Pitt Street, Sydney NSW

ADVERTISEMENT

DAVID BARTLETT MAKE OUR FUTURE GUNNS PULP MILL FREE



WE DEMAND A DIFFERENT FUTURE!

GetUp members believe the Gunns pulp mill represents a great threat to our economic, social and environmental wellbeing and has come to symbolise the worst of our parliamentary processes: improper conduct, backroom deals and corporate interference in our democracy.

Tasmania now looks to a new future based on integrity and democracy - a future without Gunns' pulp mill.

A new Premier represents an opportunity for a new Tasmania - a Tasmania with a healthy democracy, a Tasmania that puts its economic, social and environmental wellbeing above corporate interests: a Tasmania free of the Gunns' pulp mill.

PLEASE PREMIER PULP THE MILL

GETUP IS AN INDEPENDENT POLITICAL ORGANISATION WITH OVER 7000 MEMBERS IN TASMANIA

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Action for Australia

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