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KIMO KARDS JOINS WITH ALLIANCE FOR GLOBAL CONSERVATION TO PROTECT NEXT GENERATION OF CHEMOTHERAPY DRUGS.

Atlanta, Georgia – The Pacific Yew Tree, The Rosy Periwinkle plant and the Brazilian Pit Viper all have one thing in common; they are the source of life saving drugs and are in harms way as the destruction of the rainforest continues unabated across the globe.

Hundreds of the pharmaceuticals used to treat chronic diseases such as cancer, hypertension, high cholesterol; diabetes, HIV and other serious conditions are developed from plants and animals in threatened natural habitats.

This week, Kimo Kards co-founders Joy Kramer and Debbie Trujillo joined other survivors on Capitol Hill in Washington DC to lobby for the recently introduced Global Conservation Act. H.R. 4959 if passed, will dramatically enhance the ability of the United States to address an international conservation crisis that threatens to impoverish developing countries, affect our health and security and drive most of the worlds' species to extinction. The bill has four main aims:

1. To establish a national strategy to combat the conservation crisis
2. Identifies a coordinator in the executive branch to ensure action
3. Adopts a mechanism for consultation, transparency and Accountability
4. Leverages funding from the private sector and other nations.

“This is such an important mission for us as survivors” says Joy Kramer, who was treated with chemotherapy derived from the Rosy Periwinkle plant, native to Madascar. “Lymphoma is still not considered “curable” and while many of us are in remission, we live in fear of a relapse. Knowing that the rainforest harbors so many of our potential new discoveries, a global conservation strategy makes sense not just for cancer patients but for the populations, species and businesses that rely on a healthy thriving environment.”

The Alliance for Global Conservation includes, Conservation International, The Nature Conservancy, The Pew Charitable Trusts, Wildlife Conservation Society and the World Wildlife Fund.

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