



JUST WHERE DOES ALL THAT MERCURY FROM
OUR NATION'S COAL-FIRED POWER PLANTS END UP?

MERCURY POLLUTION FROM OUR NATION'S COAL-BURNING POWER PLANTS is harming pregnant women and their unborn children. Mercury is a powerful neurotoxin that can damage the brain and nervous system — causing developmental problems and learning disabilities. Text COAL to 69666 to take action for cleaner air and water and to let the Obama administration know we are counting on them to protect our environment, and our children, from toxic mercury pollution. beyondcoal.org

SIERRA CLUB
ESTABLISHED 1892

BEYOND COAL

The banner features a blue background with a white arrow pointing right. On the left, there is a small image of a coal power plant. On the right, there is a photograph of a pregnant woman's belly being touched by her hands.



Job Name: Sierra Club DC Mercury AD

Description: Headliner

Job #: cbsout9490039

Size: 11"H x 62"W



The banner features a dark blue background. On the left, there is a small image of a coal power plant. To its right, a large white arrow points to the right, containing the headline text. Below the arrow, there is a small circular logo with the text 'Beyond Coal' and a paragraph of fine print. To the right of the fine print is the Sierra Club logo. On the far right of the banner is a photograph of a pregnant woman in a green shirt, holding her belly, set against a background of a field and trees.

**SHE'S GOING TO BE SO FULL OF JOY, LOVE, SMILES
AND MERCURY.**

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THIS LITTLE BUNDLE OF JOY IS NOW A RESERVOIR OF MERCURY.

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SIERRA CLUB

COAL

The banner features a blue background with a white arrow pointing right. On the left, there is a small image of a coal power plant. On the right, there is a photograph of a pregnant woman in a red dress. The Sierra Club logo is in the bottom right corner of the blue section.



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Job Name: Sierra Club DC Mercury AD

Description: Rail Cards

Job #: cbsout9490039

Size: 22"H x 21"W / *Visual Opening:* 20"H x 18.875"W



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