

For Immediate Release
September 3, 2024
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**Media Availability:
Rainforest Trust Experts Available for Comment Leading to World Amazon Day**

WHAT: As World Amazon Day nears, Rainforest Trust provides access to our leading conservation experts for commentary on the urgent issue of Amazon deforestation. Based on information from the Global Forest Watch 2023 report, [an acre of tropical rainforest is lost every three seconds](#), pushing the Amazon toward a tipping point that could severely disrupt global climate stability and biodiversity.

WHEN: September 3-5, 2024

WHO: Rainforest Trust's experts, with extensive experience in rainforest conservation, species protection, and community engagement, are available to discuss the impacts of deforestation, the role of rainforests in carbon storage and climate regulation, and our efforts to protect 20 million acres of the Brazilian Amazon by 2026.

- **James Deutsch**, CEO of Rainforest Trust, is a strategic leader in global conservation with a passion for saving wildlife and wildlands and a talent for translating cutting-edge science into field projects with maximum conservation impact.
- **James Lewis**, Vice President of Conservation at Rainforest Trust, leads a team of conservation professionals, working to secure the long-term conservation of rainforest throughout the world. He has spent his career focusing on strategic approaches to addressing conservation challenges.

WHY: The Amazon rainforest is critical to the health of our planet, exchanging carbon dioxide and oxygen, regulating rainfall, and supporting almost half of all species. If deforestation continues unchecked, the Amazon could transform into a dry savanna, incapable of stabilizing the global climate or supporting its rich biodiversity.

About Rainforest Trust

Since 1988, Rainforest Trust has been working with partners to safeguard imperiled tropical habitats and endangered species by helping to establish protected areas in partnership with Indigenous and local organizations and communities. To date, Rainforest Trust has helped protect more than 52 million acres of vital habitat across Latin America and the Caribbean, Africa, and the Asia-Pacific region. Rainforest Trust is a nonprofit organization that relies upon the generous support of the public to successfully implement its important conservation action. The organization is proud of earning a 4-star rating from Charity Navigator. Learn more about the work of Rainforest Trust by visiting [RainforestTrust.org](https://www.rainforesttrust.org), [X \(Twitter\)](#), [Instagram](#), [Facebook](#), or [LinkedIn](#).