



PLASTIC is NOT FANTASTIC!

Are you aware that 52% of all individual sea turtles are predicted to have eaten plastic? Just one item can increase the risk of a turtle dying by 22%. This increases to 50% if 14 items are eaten.

Catchy slogan
Play on words

When these vulnerable turtles tangle in plastic, it causes painful skin infections, dangerous septic abscesses, and even life-threatening limb amputations. The fact is, for them, TIME is running out.

You can make a difference.
You can stop these creatures dying.
You can help make a change.

Can your arm be twisted to save theirs?

BORN TO BE WILD!

Did you know that deforestation in Sumatra has caused the disappearance of more than 50% of the tigers on that island.



Deforestation destroys the environment, demolishes homes and devastates lives. Stop this cruelty today!

Power of 3
Emotive language

For how long are we expected to stand by and watch innocent lives being destroyed for the greed of others? The time has come to CAUSE AN UPROAR!

SAVE THE TIGERS!

Rhetorical
question

Play on words

Facts/statistics

Catchy slogan

Imperative
(bossy) verbs

Facts/statistics

Emotive language

Alliteration

Rhetorical
question

Play on words

Power of 3

Emotive language

Power of 3

Imperative (bossy) verbs

These are the features that are in the 2 persuasive poster adverts on the previous 2 pages.

Cut out the yellow boxes and stick to the posters. The first ones have been done for you.

Make sure you check your answers!