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702 H Street, NW, Suite 300
Washington, DC 20001
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Rose and Sydney Shure in 1975



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Rose to Her Full Potential

By Corrine Barr

Long time Greenpeace supporter, Rose L. Shure, was an extraordinary woman known as the microphone maven. She passed away last year at the age of 95. Her niece Barbara Levie remembers her aunt as strong woman. "Rose was a smart, savvy woman ahead of her time," said Barbara.

Growing up poor in Dubuque, Iowa the middle child of Jewish immigrants from the Ukraine, Rose developed a strong regard for those less fortunate. Her parents fled oppression to build a better life in America, and although she and her family lived a simple life without material wealth, there was richness to her life. Her father worked tirelessly and provided for the family by buying and selling rags and scrap metal from a horse drawn cart. Her family shopped at farmer's markets, and grew vegetables in the garden behind their home. This provided Rose with a connection to the land. While they didn't have conveniences like indoor plumbing, her parents put great emphasis on education for their family. Through their examples



From the Shure family

of perseverance, Rose graduated as one of two valedictorians in her high school class, and worked to put herself through college at the University of Iowa.

She later moved to Chicago where she settled, and went to work at Shure, Inc. It was here that she met and married Sidney Shure the founder of the company renowned for their high quality and innovative audio electronics equipment. The company has a storied history that

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Leave a Lasting Legacy

Rose to Her Full Potential (cont.)

goes back to the 1920s. They grew rapidly during World War II when they were a key microphone supplier to the US military. They had to meet strict quality standards for their audio equipment that contributed to the war effort. After the war, the Shures continued their commitment to high quality and an equally high standard of ethics in their company. "They cared deeply about their employees, and didn't tolerate discrimination in any form," Barbara said. Rose continued to run the company after Sidney's death in 1995. She was respected by staff for her commitment to corporate responsibility and her business skills that kept the company growing.

Shure products have been part of many historic moments- it was their microphone that Dr. Martin Luther King, Jr. used to give his "I Have a Dream" speech that continues to inspire millions. As their success grew, the Shures stayed true to their political values even as they saw wealth change the political views of others. Rose realized the importance of basic needs such as clean air and

water for both the planet and the people. Rose had a deep love for her home town of Chicago, even braving the harsh winters to live there year-round. She was able to take in the breathtaking vastness of Lake Michigan from a window in her home, which served to grow her great appreciation of the public lands that surrounded the area year after year. From her upbringing through her life's career, Rose was steadfast in her belief that these magnificent lands should belong to everyone to enjoy. Ms. Shure loved the arts and was a patron of the opera and theater in her beloved Chicago. She was a generous supporter of a great many institutions in that city. But it was her more than 30 years of support of Greenpeace that expressed her great concern for the protection of the environment. Rose's legacy now lives on in her generous gift in her estate plans that will continue to support the many victories that Greenpeace will continue to forge for the Earth.

Corrine Barr is the Gift Planning Director at Greenpeace.

The struggle to save our planet will continue long after we are gone, but that doesn't mean that our voices become silent. By leaving a legacy to Greenpeace Fund, you can continue to be an advocate for the planet that future generations will inherit.

If you wish to name Greenpeace in your will, retirement plan, life insurance or other estate planning document, you will need a few simple facts about us:

Bequest Information

Legal Status: Greenpeace Fund, Inc. is a 501(c)(3) tax-exempt charitable organization

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702 H Street NW, Suite 300
Washington, DC 20001
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Please contact Corrine Barr at 1-800-328-0678 or corrine.barr@greenpeace.org if you would like to know more about how you can remember Greenpeace in your estate plans.

Stock Gifts to Save the Planet

Giving stock can be a great way to make the most of your charitable giving, while allowing you tax benefits and supporting Greenpeace Fund's work to protect our climate, defend our oceans, and preserve our forests.

Should you want to make a gift of stock this season, we want to be sure that have the following information to make an Electronic Stock Transfer:

Our DTC Number: 0015
Account Name: Greenpeace Fund, Inc.
Account Number: 473-109238
Custodian: Morgan Stanley

Please contact Rogelio Ocampo at (202) 319-2413 or rogelio.ocampo@greenpeace.org for more information or if you have any questions about making a gift of stock to Greenpeace Fund. You can also visit greenpeacefund.org/stockgifts.



Greenpeace Starts Campaign for New Ocean Sanctuaries

The *Arctic Sunrise* ship will voyage to the Southern Ocean and Antarctica in January 2018. This is the beginning of our next 3 year mission to save the world's oceans by setting aside 30% as ocean sanctuaries by 2030.

There is an urgent need for large-scale networks of marine reserves, or 'ocean sanctuaries'. In spite of long standing global commitments to protect 10 percent of the global oceans by 2020, currently only about 2 percent is fully protected. This is an ambitious fight, but our track record makes us confident we can succeed. Just over a decade ago, the concept of an ocean sanctuary didn't even exist. In 2016, thanks to our donors and our work with several coalition partners, the Ross Sea — the largest marine reserve in the world — was secured in the Antarctic Ocean.