

## Rowling may be Rolling in green: ... but that money doesn't grow on old-growth trees

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It's official: J.K. Rowling is the richest writer in history. The **Harry Potter** scribe, who has sold more than 230 million books worldwide, earned more than \$275 million last year alone. That was enough to put her at fifth position on the list of Britain's wealthiest people, but she may bump up to the top spot after translations of the **Harry Potter** series go on sale in India this month for the first time.

Christopher Little, Rowling's agent, is no doubt happy about the spread of Pottermania, especially since Rowling's success landed him at number 37 on the list of top earners, with an estimated income of around \$41 million. It's likely everyone connected to Rowling is happy, with the exception of her ex-husband, whom she divorced before the world had ever heard of a Muggle. Oh, and the Indian translator of **Harry Potter** and the *Philosopher's Stone*, who had to read the book 35 times.

Rowling has promised to print her next book on environmentally friendly paper as part of a Greenpeace campaign aimed at preserving old-growth forests. While book publishing and forest conservation may seem like an unlikely combination, a similar program has been successful in Canada. Markets Initiative, a coalition of various environmental groups, has lobbied Canadian publishers to find ways of printing books that avoid the use of old-growth or endangered forests, and many publishers have signed on.

Raincoast, the publisher of the **Harry Potter** books in Canada, says it has already saved enough trees to fill Stanley Park. Go to the Markets Initiative website ([www.marketsinitiative.org](http://www.marketsinitiative.org)) for more information and a list of Canadian forest-friendly books. The website features an unintentional secret weapon in the preservation campaign: A picture of Pierre Berton lounging in bed with the caption "He's good between the covers."

If that doesn't turn you off reading