



## NEWS RELEASE

For immediate release  
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### Ottawa 2017 partners with Sustainable Forestry Initiative for Red Bull Crashed Ice

**Ottawa** – The Ottawa 2017 Bureau and Mayor Jim Watson, in collaboration with lead partner CIBC, are pleased to welcome Sustainable Forestry Initiative Inc. (SFI) as a partner for Canada's 150<sup>th</sup> birthday celebrations in the nation's capital.

A sustainability leader dedicated to the future of our forests, SFI promotes the responsible procurement of forest products. The organization has arranged for the donation of responsibly sourced forest products to build the Red Bull Crashed Ice track, and other portions of the venue.

SFI Program Participants include West Fraser, LP Building Products and JD Irving who have donated plywood, oriented strand board and lumber respectively. These products are valued at over \$100,000 and originate from forests third-party certified to the Sustainable Forestry Initiative's Forest Management Standards.

Over 85% of the wood used for the track will be recovered and repurposed for other Ottawa 2017 events such as Kontinuum and La Machine. In addition, materials will be repurposed for Habitat for Humanity builds and ReStores in the Greater Ottawa region including the building of a home for an Indigenous family.

Canada's 150<sup>th</sup> anniversary celebrations will offer Canadians and visitors from around the world an exceptional and memorable year of high-caliber experiences while bringing a record number of visitors to Ottawa in 2017 to celebrate this important milestone for our country.

Ottawa 2017 thanks its lead partner CIBC, premier partner Bell, the Government of Ontario ([www.ontario.ca/150](http://www.ontario.ca/150) #ontario150) and the Government of Canada ([www.canada.ca/150](http://www.canada.ca/150) #canada150) for their contributions in helping to deliver twelve full months of bold events, immersive experiences and all-out celebrations.

Stay informed on plans for Canada's 150<sup>th</sup> birthday celebrations in the capital. Visit [ottawa2017.ca](http://ottawa2017.ca), follow us on Twitter [@2017ottawa](https://twitter.com/2017ottawa) (#Ottawa2017) and on [Facebook](https://www.facebook.com/ottawa2017).

**About Sustainable Forestry Initiative Inc.**

[Sustainable Forestry Initiative Inc.](#) (SFI®) is an independent, non-profit sustainability leader dedicated to future forests by supporting the links between sustainable forests, thriving communities and the responsible procurement of forest products. SFI achieves this through setting standards, delivering a conservation and community grants program, conducting research, and supporting partnerships that contribute to conservation objectives. Forests certified to the SFI Forest Management Standard cover more than 115 million hectares across Canada and the United States. SFI's Forest Management, Fiber Sourcing and Chain of Custody Standards work to ensure the health and future of forests. Through application of these certification standards, SFI's on-product labels help consumers make responsible purchasing decisions.



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**Ottawa 2017**

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