



## FOR IMMEDIATE RELEASE

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### SFI® and Girl Guides of Canada Providing Ducklings with a Safe Start

**Ottawa, ON** – Spring is here and Girl Guides across the country are knee deep in water making sure that ducks have a safe place to lay their eggs. Twenty-three Girl Guides of Canada groups spent the last few weeks building 60 “duck nest boxes” from wood certified to the Sustainable Forestry Initiative® (SFI®) standard. The boxes are wooden elongated bird houses, mimicking the cavities found in dead trees, and hung in trees or on posts near marshes, streams and any place where ducks are nesting. They are large enough for ducks to build their nests inside and provide ducks with protection from predators and harsh weather. And now that they are complete, it’s time for them to be installed.



The project is a collaboration between SFI and the Girl Guides of Canada as part of their Operation Earth Action initiative which focuses on doing service for the environment in fun and inspiring ways. The project is also supported by Ducks Unlimited Canada and involves the [building and placement of duck nest boxes](#), through which the girls will learn how they can have a direct impact in helping to improve the lives of ducks in their natural habitat while contributing to healthy and vibrant ecosystems across Canada.

“SFI and the Girl Guides are working together to make learning about wildlife habitat, forests and conservation fun and fresh,” said Kathy Abusow, President and CEO of SFI, Inc. “I couldn’t be more delighted at the results of our duck nest box project and the enthusiasm shown by the girls in their desire to learn and participate. The future of our forests and communities are in very good hands.”

“The partnership with SFI is providing a fun and meaningful way for our members to participate in our Operation Earth Action program,” said Deborah DeI Duca, CEO of Girl Guides of Canada. “A key component of our Mission is to enable girls to make a difference in the world. Building the duck nest boxes is giving them a tangible, hands-on way to learn about the positive impact they can have on our environment. In turn, we believe the experience will increase girls’ awareness of the world we live in.”

“We’ve been connecting people to nature and creating a healthier world through wetland conservation for more than 75 years,” said Greg Siekaniec, CEO of Ducks Unlimited Canada. “Thanks to SFI’s vision and focus on community engagement, more young people are learning about the importance of conservation.”



### **About SFI Inc.**

SFI Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative® (SFI®) program. Across the United States and Canada, more than 100 million hectares are certified to the SFI forest management standard. In addition, the SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI chain-of-custody (COC) certification tracks the percentage of fiber from certified forests, certified sourcing and post-consumer recycled content. SFI on-product labels identify both certified sourcing and COC claims to help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](http://sfiprogram.org) and [sfiprogram.org/Buy-SFI/](http://sfiprogram.org/Buy-SFI/).

### **About Girl Guides of Canada**

Guiding provides a safe environment that invites girls and young women to challenge themselves, to find their voice, meet new friends, have fun and make a difference in the world. Girl Guides of Canada-Guides du Canada (GGC) strives to ensure that girls and women from all walks of life, identities and lived experiences feel a sense of belonging and can fully participate. Girl Guides is an organization with more than 100 years of history and a strong and growing future. Learn more at [girlguides.ca](http://girlguides.ca).

### **About Ducks Unlimited Canada**

Ducks Unlimited Canada (DUC) is the leader in wetland conservation. A registered charity, DUC partners with government, industry, non-profit organizations and landowners to conserve wetlands that are critical to waterfowl, wildlife and the environment. Learn more at [ducks.ca](http://ducks.ca).

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