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**SFI® Appoints Elizabeth Woodworth as
Vice President of Communications and Community Engagement**

WASHINGTON, D.C. and Ottawa, ON — The Sustainable Forestry Initiative® Inc. (SFI) is pleased to announce the appointment of Elizabeth Woodworth as Vice President of Communications and Community Engagement. Woodworth joins SFI with deep experience in the forest sector and a proven track record of consumer and community engagement.

“We are so thrilled to welcome Elizabeth to SFI. Our work starts with a standard, but SFI is much more — it’s a community that stands for the future of forests. I know that Elizabeth’s passion for forests and her ability to represent and engage the forest community will help us to continue to heighten SFI’s impact and importance,” said Kathy Abusow, President and CEO of SFI Inc.

Woodworth oversees all external communications, including media coverage, public relations, website content and social media channels. She is also responsible for marketing the SFI brand, including developing messaging and materials to raise global brand awareness and educate diverse audiences about the many benefits of the SFI program.

Prior to joining SFI, Woodworth worked in the forest sector where she was responsible for customers in the U.S., Europe and Asia. Her work also involved raising awareness of the importance of forest certification in responsible sourcing. She also brings hands-on brand management and marketing experience.

Woodworth received a BA in International Studies and French from the University of Richmond, an MBA from the Wharton School and an MA in International Studies from the University of Pennsylvania.

“I’m delighted to be a part of the SFI family because SFI makes such an important contribution to forest conservation,” said Woodworth. “We can all make the right choices for our forests by choosing SFI and I’m looking forward to helping get this important message out.”

About Sustainable Forestry Initiative Inc. (SFI)

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 250 million acres/ 100 million hectares are certified to the SFI Forest Management Standard. In addition, the SFI program’s unique Fiber Sourcing Standard promotes responsible forest management on all suppliers’ lands. SFI Chain-of-Custody Standard tracks the percentage of fiber from certified forests, certified sourcing and post-consumer recycled content. SFI on-product labels identify both Fiber Sourcing and Chain-of-Custody 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 www.sfiprogram.org and www.sfiprogram.org/Buy-SFI.

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