

FOR IMMEDIATE RELEASE

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SFI “Eggcited” About Packaging for White House Easter Eggs

WASHINGTON, DC – For the fourth year in a row, the National Park Foundation has decided to package the official White House Easter Egg in a gift box made from paperboard certified by the Sustainable Forestry Initiative.

“I am thrilled that the National Park Foundation chose to package their famous White House Easter Eggs in SFI-certified boxes,” said SFI president and CEO Kathy Abusow. “This action is an excellent example of making environmentally responsible decisions and will hopefully inspire others in the public and private sector to think creatively about their own sustainable practices.”



The National Park Foundation decided four years ago to start making the conservation of American forests an integral part of the historical White House Easter Egg Roll and package the eggs in paperboard sourced from responsibly managed forests. In addition to featuring the SFI-certified box, the souvenir Easter Egg is made with U.S. wood certified by the Forest Stewardship Council, highlighting the recognition and importance of multiple forest certification standards.

SFI is honored to be a part of this American tradition. The National Park Foundation’s recognition of SFI in the White House Easter Egg Roll sends the message that selecting certified forest products is not only a smart environmental choice but also a commitment to U.S. communities. As SFI is the largest single forest standard in the world, it is well-positioned to help even more public and private organizations support sustainable business practices.

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About SFI Inc.

SFI Inc. (www.sfiprogram.org) is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across North America, more than 195 million acres/79 million hectares are certified to the SFI forest management standard, making it the largest single forest standard in the world.