



**FOR IMMEDIATE RELEASE**  
**November 24, 2014**

**SFI® Honoured to be Part of Toronto Event Celebrating Women as Leaders in Conservation**

**TORONTO, ON** — On November 24, Miller Thomson will be hosting a reception in its Toronto law office to honour and recognize the founding members of Nature Canada's Women for Nature initiative, including Kathy Abusow, President and CEO of the Sustainable Forestry Initiative® Inc. (SFI).

"This is an opportunity to celebrate a diverse group of women who have chosen to join Nature Canada in championing nature," said Eleanor Fast, Executive Director of Nature Canada. "These women are incredibly influential and they are at the heart of our efforts to engage and empower Canadians to save species, protect habitats and connect children to nature."

This celebration marks the culmination of Nature Canada's efforts to mark its 75<sup>th</sup> anniversary by creating the Women for Nature initiative, bringing together 75 women leaders in conservation. The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario, and Senator Nancy Greene Raine are among the Women for Nature founders who will be present at the event.

"I'm honoured to share the passion that Women for Nature has for nature and for passing our values on to others to drive change," said SFI President and CEO Kathy Abusow. "Connecting children to nature is also a priority we share at the Sustainable Forestry Initiative. Our youth outreach initiatives and community grants are building future leaders for future forests. There is no better time than now to reconnect kids with our forests and grow a better place for all of us to live."

The Women for Nature initiative brings together the leadership, knowledge, experience and passion of amazing women across Canada who are committed to nature. Having reached the goal of 75 members in time for Nature Canada's 75th anniversary, the Women for Nature members have set an ambitious goal to be 150 women strong by Canada's 150th anniversary in 2017.

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**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 Canada and the United States, about 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 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 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](http://www.sfiprogram.org) and [www.sfiprogram.org/Buy-SFI](http://www.sfiprogram.org/Buy-SFI).

**About Nature Canada**

Nature Canada was founded in 1939 because of the passion and initiative of Mabel Frances Whittemore, a teacher and nature lover whose main goal in life was to share her passion for nature with others. Today, Nature Canada represents a network of more than 45,000 members and supporters and more

than 350 nature organizations across the country and with affiliates in every province. Over the past 75 years, Nature Canada has helped protect over 63 million acres of parks and wildlife areas in Canada and countless species that depend on this habitat as well as engage hundreds of thousands of Canadians in nature through its activities.

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