



SUSTAINABLE FORESTRY INITIATIVE

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White House Easter Egg Features SFI Packaging for Third Consecutive Year

WASHINGTON – The gift box for the White House Easter Egg has been made from Sustainable Forestry Initiative[®] (SFI[®]) chain of custody certified paperboard. This is the third consecutive year that SFI products have been used for the White House Easter Egg gift box. The National Park Foundation sells the souvenir egg to benefit the White House Easter Egg Roll. The souvenir eggs are sold online at easter.nationalparks.org or at the White House Historical Association stores in Washington, D.C.

“SFI is thrilled, yet again, to play a role in this wonderful American tradition,” said Kathy Abusow, president and CEO of SFI. “We hope the White House and other government entities increasingly use certified products, as it sends a signal when government leaders promote responsible forestry by sourcing certified products.”

The National Park Foundation’s choice to use SFI-certified packaging and to carry FSC-certified wooden eggs demonstrates their recognition of multiple forest certification standards. Other governments and independent organizations around the world, including the United Nations, the Society of American Foresters and the National Association of State Foresters, also appreciate the value of multiple forest certification programs.

With nearly three quarters of all certified forests in North America meeting or recognized by its standard, SFI is pleased the National Park Foundation is supporting responsibly managed forests with the Easter Egg. SFI’s comprehensive standard backs a strong commitment to responsible forest management and continuous improvement on SFI-certified lands across North America. SFI program participants also work with landowners on uncertified lands to promote responsible forestry, and in doing so deliver environmental, social and economic benefits to local communities throughout the United States and Canada.

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About SFI Inc.

SFI Inc. 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 (www.sfiprogram.org). Across North America, more than 180 million acres are certified to the SFI forest management standard, making it the largest single forest standard in the world. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program’s unique fiber sourcing requirements promote responsible forest management on all suppliers’ lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.