

FOR IMMEDIATE RELEASE
April 3, 2015

White House Easter Egg Gift Box Certified to the SFI® Standard

WASHINGTON, D.C. — The [Sustainable Forestry Initiative®](#) (SFI) is proud that the [National Park Foundation](#), the official charity of America's national parks, has selected to package the official [2015 White House Easter Egg](#) in a gift box made from paperboard certified to the SFI® Standard.



The White House Easter Egg Roll takes place in [President's Park](#) on the South Lawn of the White House. This year's theme, "#GimmeFive," encourages Americans across the country to share five things they are doing to eat better, be more active, and lead a healthier life, and supports the First Lady's [Let's Move!](#) initiative to help kids grow up healthy and have the opportunity to reach their full potential.

"We are so pleased to be part of this celebration again this year. SFI® is much more than a forest certification standard. We are helping kids switch from screen time to tree time by working with groups such as the Boy Scouts of America and Project Learning Tree, which help kids connect with nature and gives them opportunities to be outside and active," said Kathy Abusow, President and CEO of SFI Inc.

Investments that help keep forests healthy in turn help to keep the communities and people that rely on them healthy too. Of the 250 million acres certified to the SFI Standard, more than 200 million acres are available for people to use for recreation. A third of these forests in the U.S. are state lands.

For more information about the 2015 White House Easter Egg Roll and how to order the official 2015 White House Easter Eggs, please visit: easter.nationalparks.org.

About the Sustainable Forestry Initiative Inc. (SFI)

SFI Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized SFI program. SFI works collaboratively with conservation groups, local communities, youth, resource professionals, landowners and countless other organizations and individuals who share our passion for and commitment to responsible forest management. Since 1995, SFI program participants have invested more than \$1.4 billion in sustainable forestry research. Across the United States and Canada, more than a 250 million acres are certified to the SFI Forest Management Standard, of which 200 million acres are available for recreation. In addition, sustainable forestry is promoted through the SFI Fiber Sourcing Standard and the SFI Chain-of-Custody Standard. SFI on-product labels 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 and sfiprogram.org/Buy-SFI.

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