



FOR IMMEDIATE RELEASE
April 1, 2010

Contact: Jason Metnick
Director, Market Access & Product Labeling
(602) 374-6539

SFI Again Part of White House Easter Egg Roll

WASHINGTON – The egg packaging for the annual White House Easter Egg Roll has been made from Sustainable Forestry Initiative® (SFI®) chain of custody certified paperboard. This is the second consecutive year in which SFI products have been used.

“SFI is happy to play a small 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 leadership institutions promote responsible forestry by sourcing certified products.”

The White House’s choice to use SFI-certified packaging and to carry FSC-certified wooden eggs certainly demonstrates its recognition of multiple forest certification standards. Other governments and national organizations, such as the National Association of State Foresters, have also come out in favor of working with and recognizing the benefits of these forest certification programs.

As the largest certifier of U.S. forests, SFI is pleased the White House is supporting responsibly managed forests with the Easter Egg Roll. 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.

-30-

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, close to 200 million acres/80 million hectares are certified to the SFI forest management standard, making it the largest single standard in the world. SFI chain-of-custody certification tells buyers how much certified, responsibly sourced and/or recycled content is in a product. 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.