

FOR IMMEDIATE RELEASE

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White House Easter Eggs Demonstrate Responsible Forestry

WASHINGTON, DC – For the fifth straight year, the [National Park Foundation](#), the official charity of America’s national parks, has packaged the official White House Easter Egg in a gift box made from paperboard certified to the Sustainable Forestry Initiative (SFI) Standard ®.



“We are pleased that the National Park Foundation is leading by example and sourcing certified products,” SFI President and CEO Kathy Abusow said. “This decision will inspire others in the public and private sector to support responsible forestry.”

The Easter Egg gift box marks the second time this year that SFI-certified products have played a role in an historic Washington event. In January, President Obama took the oath of office for his second term on an Inaugural Platform made from wood certified to the SFI Standard.

In addition to featuring the SFI gift box, the souvenir Easter Egg is made with wood certified to the FSC Standard, thereby demonstrating the importance of recognizing multiple forest certification standards as part of a comprehensive approach to supporting sustainable forestry.



For more information about the 2013 White House Easter Egg Roll and how to order the official White House Easter Eggs, please visit easter.nationalparks.org/.

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About SFI Inc.

SFI Inc. is an independent 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 200 million acres are certified to the SFI forest management standard. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. Learn more at www.sfiprogram.org.