



FOR IMMEDIATE RELEASE
April 26, 2019



**PAPER +
PACKAGING
BOARD**

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Celebrate Arbor Day by Sharing Your #TreeSelfie

The Paper and Packaging Board Highlights Industry's Replanting Efforts with #TreeSelfie Campaign

McLean, VA (April 26, 2019) – The Paper and Packaging Board (P+PB) is teaming with some of our favorite Instagrammers to celebrate the beautiful, sustainable, renewable, #regram-able resource that is the mighty tree. And P+PB is inviting everyone to join the party by sharing your own #TreeSelfie and tagging @HowLifeUnfolds.

Now in its third year, P+PB's Arbor Day #TreeSelfie campaign is about showing our appreciation for the forests we all cherish, not just for their natural beauty, but for their critical role in providing clean air and water, healthy soil, and plentiful habitat, while at the same time providing a livelihood and a natural respite for hundreds of communities across the country.

Before any of our members ship a single ream of paper or fold a single cardboard box, hundreds of thousands of foresters—many of them working on small, family-owned tracts of land in small rural communities—spend years carefully cultivating and stewarding our trees. Harvesting just what we need, and always replanting more than we harvest. These family foresters plant about four million trees every day – five trees each year for every man, woman and child in America.¹ The net volume of trees on American forestland has grown by 58% over the last 60 years.² In large part this is due to continual replanting efforts led by our industry and our partners, America's tree farmers.

That's something worth celebrating.

Arbor Day was originally conceived in 1872 as a day to encourage and support the planting of trees. Now more than 140 years later there is more cause for celebration than ever before.

Learn more at www.howlifeunfolds.com/arborday.

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¹ <https://www.forestfoundation.org/building-with-wood-helps-keep-forests-as-forest>

² <https://twosidesna.org/US/The-volume-of-growing-stock-on-US.-timberland-has-increased-by-58-over-the-last-six-decades/>



About: The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®. www.howlifeunfolds.com

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