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## CAMPAIGN HIGHLIGHTS

### We're sharing paper's sustainability benefits in magazines and digital ads this month and next

With Earth Day and Arbor Day this month, we're in print with a new Resource Stewardship ad, **"Celebrate tomorrow by choosing paper today."** Find our print ad in the April and May issues of *Smithsonian Magazine* and May's issue of *Bloomberg Businessweek*. Alongside our ad, April's issue with *Smithsonian* also features a three-page advertorial about paper's great history and sustainable future. You'll also find us in *HGTV Magazine's* May issue featuring an **advertorial** with easy tips to recycle smarter.

Not only are we touting paper and packaging's environmental advantages in print, but we're also running digital banner ads on **Bloomberg Green** directing people to a detailed article about forest management on [HowLifeUnfolds.com](http://HowLifeUnfolds.com).



**CHECK OUT** all of our print ads at [paperandpackaging.org/industry-resources/media-resources](http://paperandpackaging.org/industry-resources/media-resources).

# #AskPaper how it contributes to a more sustainable future

True or False? Trees in U.S. forests absorb more carbon dioxide than the forestry industry produces (True)! We're giving people unprecedented access to the truth on social media with a Q&A video series letting people #AskPaper anything and featuring answers from industry experts. The first video(s) will run this month on Instagram and LinkedIn, directing people to a **downloadable true-or-false quiz** on HowLifeUnfolds.com with surprising facts about paper's impact on forests and wildlife.

## And watch some of our most celebrated sustainability content

We're also celebrating the 50th anniversary of Earth Day this month on social media by kicking off a series of animated infographics on environmentally focused, research-based facts. Plus, we're running our Casey and Page **Tree Vignette**, "Paper and packaging heart trees," via social, as well as videos from our **Faces of the Forest** series (we have a total of six videos in the series)!

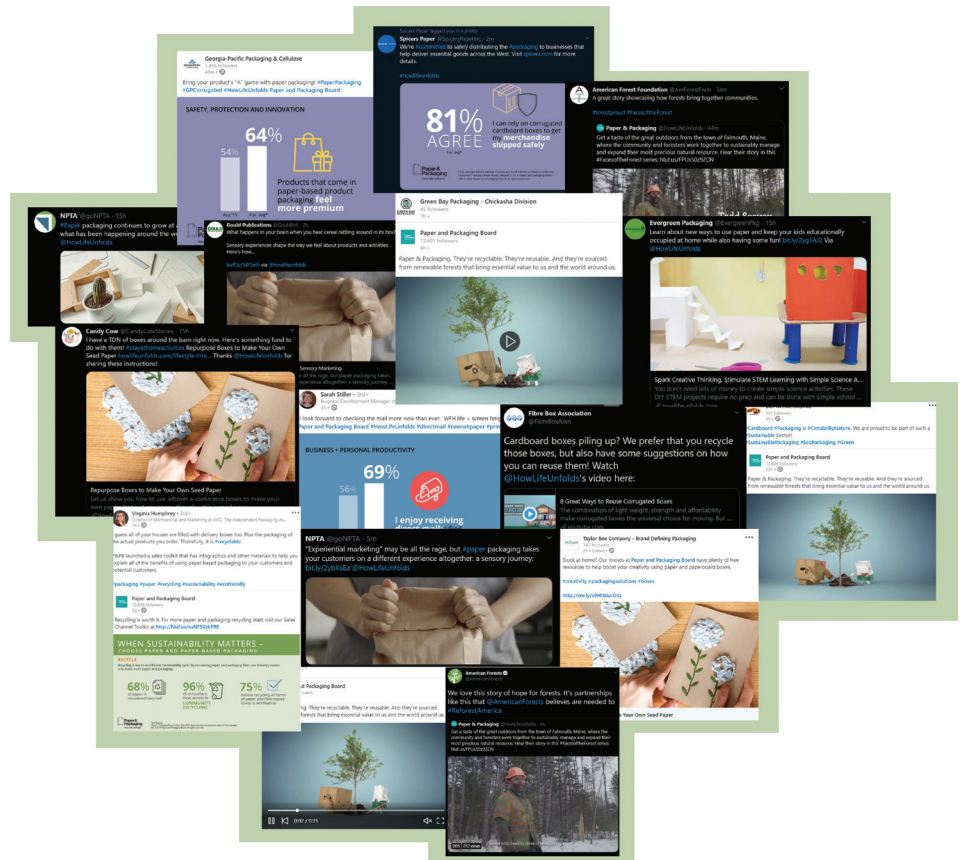


**VISIT** [howlifeunfolds.com/resource-stewardship](http://howlifeunfolds.com/resource-stewardship) to see more resource stewardship content.

# Industry shares and amplifies our message!

The Paper & Packaging – How Life Unfolds® campaign works hard to create fun and relevant social content that promotes the benefits of paper and packaging. Thank you for helping us get the word out.

**FOLLOW** Paper and Packaging Board on **LinkedIn**, and **@howlifeunfolds** on **Facebook**, **Instagram** and **Twitter** (**@Re\_PPB**).





# When sustainability matters, customers choose paper and paper-based packaging!

Consumers see paper as a sustainable, trusted choice. Connect with customers by sharing impactful, third-party endorsed data. It's easy to make the case for paper when 67% of surveyed consumers agree that paper and packaging products are an environmentally smart choice.

**WHEN SUSTAINABILITY MATTERS – CHOOSE PAPER AND PAPER-BASED PACKAGING**

**REPLANT**  
Trees, unlike other resources, are renewable. Sustainable practices include harvesting and replanting trees to maintain the long-term health of our forests. Those forests preserve wildlife habitats, sequester carbon dioxide and offset greenhouse emissions.

**3.2 MILLION NEW TREES** planted every day in North America<sup>1</sup>

**2 TIMES MORE** Every year, forests in the U.S. grow twice as much wood as is harvested<sup>2</sup>

**67% AGREE** that because paper and packaging products are made from trees, a renewable resource, they are an environmentally smart choice.<sup>3</sup>

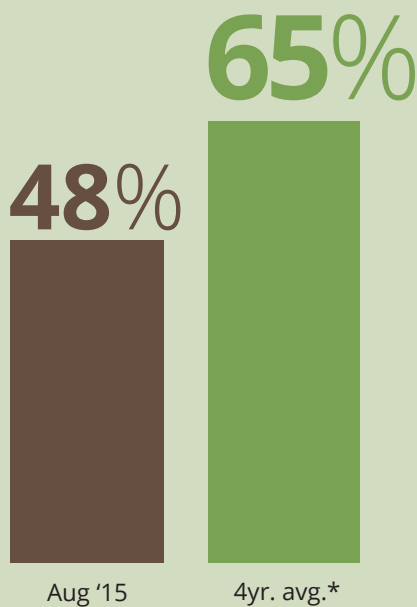
**Paper & Packaging**  
How life unfolds.<sup>®</sup>

<sup>1</sup> United States Forest Service, 2018  
<sup>2</sup> Dovetail Partners Inc.  
<sup>3</sup> Paper + Packaging Board, Isobar, May 2019. Data reported on Expressives aware of the campaign. TM, © 2019 Paper and Packaging Board. All rights reserved.

**REQUEST** login access online, and download our “When Sustainability Matters” infographic and sell sheet at [paperandpackaging.org/toolkit-request](http://paperandpackaging.org/toolkit-request)

## DATA TRENDS THAT MATTER

Consumers choose paper because it's the **smart choice**.



Because they are made from trees (a renewable resource) paper and paper-based packaging products are an **environmentally smart choice**.







\*4 yr. average reflects average of scores across 9 waves of research conducted. Consumer Tracking Survey, Isobar. October, 2019.

# Celebrate our sustainable roots on Arbor Day with a #TreeSelfie – Friday, April 24

We are calling on everyone – nature lovers, paper and packaging enthusiasts and more – to step outside and show appreciation for trees by sharing a #treeselfie via Facebook, Twitter, LinkedIn and/or Instagram. With more trees planted every day in the United States than there are people in Chicago, it's easy to encourage people to step away from their desk for a moment to enjoy the outdoors (even if it's just their backyard)!

## Let's Celebrate our Sustainable Roots

In honor of the 50th anniversary of Earth Day (4/22) and Arbor Day (4/24), on April 24 we're asking everyone to enjoy some fresh air, take a selfie with their favorite tree or forest and share it on    .

Use **#TreeSelfies** and tag **@Howlifeunfolds**

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Happy Earth Day  
and Arbor Day  
(#TreeSelfie Day)  
from the P+PB Staff!

