FOR IMMEDIATE RELEASE

PAPER AND PACKAGING BOARD (PAPER CHECKOFF)
2015 ANNUAL REPORT AVAILABLE

McLean, VA (April 29, 2015) – Today the Paper and Packaging Board releases its 2015 Annual Report accompanied by a short video recapping the year's board activities and finances. Companies participating in the industry-funded Paper Checkoff program, as well as related industry associations and leadership, will receive a printed report by mail. The report, also available for download, recaps the 2015 promotional program's highlights during the launch year for the Paper & Packaging – How Life Unfolds™ campaign, the national, integrated marketing initiative spotlighting how paper and packaging help propel the best stories of our lives forward.

"This year we established a national brand campaign for paper and packaging and brought it to life in the minds of consumers," said Mary Anne Hansan, executive director. "We've shown consumers that whether it's deep-reading in learning, the security of printed documents, or the sure protection of items shipped door-to-door, our industry's products have modern, valuable properties."

John Williams, chairman of the Paper and Packaging Board, remarked, "The Paper & Packaging – How Life Unfolds™ campaign unites the industry in reminding people just how much they value paper and packaging, and the genuine connections and robust commerce these products help make possible in an increasingly digital world."

The report is available for download at http://www.paperandpackaging.org/about. Email info@paperandpackaging.org to receive a printed version, or watch the video.

ABOUT
The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. Nearly 55 U.S. manufacturers and importers of these products collectively fund the board's efforts including the Paper & Packaging – How Life Unfolds™ campaign.