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# NEWS RELEASE

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## **Paper and Packaging Board Names First Executive Director**

WASHINGTON – The Paper and Paper-based Packaging Board announces the selection of Mary Anne Hansan as Executive Director of the Paper Check-off program. Hansan is a seasoned marketing and communications veteran who has overseen industry marketing initiatives for diverse industry categories including flowers, plastics and most recently canned tuna.

“Mary Anne brings exceptional experience leading fully integrated industry promotion efforts like the one we are beginning for paper and packaging,” said Program Board Chairman, and President and CEO of Domtar, John Williams. “The Board and I are looking forward to working closely with her to ensure this campaign showcases the benefits and value of paper and paper-based packaging.”

As Executive Director of the Paper and Packaging Program, Hansan is responsible for leading campaign strategy and the development of an integrated communications campaign which will highlight the positive attributes of paper and paper-based packaging as well as the industry’s environmentally-responsible practices. She will report directly to the program Board and its officers.

“I look forward to using my experience working on both voluntary and government promotion, research and information programs to develop a targeted, efficient and effective campaign for the paper and paper-based packaging companies investing in this program,” said Mary Anne Hansan.

Hansan began her career working for advertising agencies in the metropolitan Washington, DC area before taking positions with major trade associations such as the Society of American Florists, the American Plastics Council and the American Chemistry Council. She served as vice president for the National Fisheries Institute since 2007 where she implemented a \$20 million dollar marketing campaign on behalf of the major U.S. canned tuna brands.

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*The Paper and Paper Packaging Board represents companies investing in the paper check-off program.*