



FOR IMMEDIATE RELEASE

Paper Powers Special Magazine Launch and Social Book Club



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McLean, VA – (July 15, 2019) Just in time for school season, readers can celebrate a new print edition of Mental Floss magazine, covering sharable content on everything from science, history, pop-culture and the arts. The special printed edition is currently available for purchase in Barnes & Noble and Whole Foods while supplies last.

The magazine keystones a multi-platform program between P+PB's Paper & Packaging – How Life Unfolds® campaign and Mental Floss, running on the publication's digital and social platforms. The campaign will also "takeover" the Mental Floss' 'Book Corner'—a popular section of their site—as well as a social 'Book Club' hosted on Mental Floss' Twitter page.

This online book club officially kicks off today, July 15th, and is designed to bring readers of all ages together to discuss some of the world's most beloved books, from Beatrix Potter's *The Tale of Peter Rabbit* to Bram Stoker's *Dracula*. Whether you've read a chosen title 100 times before or it's a book you've long been meaning to finish, the content and conversations around each tome will offer new insights and points of view, little-known facts, and the chance to have a little fun with surveys, quizzes, and more.

"Mental Floss is a great example of a brand's response to the public's desire to choose paper when learning, reading and retention are important, said Mary Anne Hansan, president of the Paper and Packaging Board. "Research shows that 72% of people we surveyed said that 'seeing words on paper helps me remember what I read'; and, fully 77% say they concentrate better when reading a printed book."

The campaign and partnership reinforces the value of reading on paper daily with the 15 Pages a Day reading program, which encourages everyone to take the pledge to read at least 15 print pages every day. Research shows that reading on paper pages, similar to physical exercise, can yield several benefits including improved mental development and memory.

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About the Paper and Packaging Board

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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