



FOR IMMEDIATE RELEASE

Paper Industry Top 50 Power List includes Newly Minted Brand Ambassadors

Consumer Marketing Campaign Brings Industry Message to Masses



**PAPER +
PACKAGING
BOARD**

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MCLEAN, Va. (July 24, 2019) – The two animated characters introduced just over a year and a half ago by the Paper & Packaging – How Life Unfolds® campaign have just been named to the Fastmarkets RISI 2019 Top 50 Power List of pulp, paper and packaging influencers to watch. According to Fastmarkets RISI, Casey and Page, newcomers to the list this year, are the cheerleaders of the industry. Designed to reach consumers to highlight the importance of paper and packaging, they also celebrate the hard-working, proud employees in the paper and packaging industry in dedicated promotions like [Casey Strong and Page Proud](#).

“We are so happy that these two animated ambassadors have been recognized for doing exactly what they were designed to do,” says Mary Anne Hansan, president of the Paper and Packaging Board. “Page, the paper character, and Casey, the animated box, help bring everyday consumers’ attention to the useful and well-designed product packaging and paper solutions our industry delivers.”

The 2019 Top 50 Power List from Fastmarkets RISI reported: “Our industry makes beneficial products and has a great story to tell, but we’ve got to stop preaching to the choir. This campaign gets the word out in print advertising, TV commercials ... and social media engagement ... these two do their part every day to keep our facilities running—and that deserves recognition.”

To learn more about the Paper & Packaging – How Life Unfolds® campaign visit www.howlifeunfolds.com. To read more about the characters visit www.paperandpackaging.org and visit www.risiinfo.com for more information on the Top 50 Power List.

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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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