



FOR IMMEDIATE RELEASE
MEDIA CONTACT: Patti Boerger
pboerger@paperandpackaging.org

The Paper and Packaging Board Announces Dates for Its Annual State of the Campaign Report in July

Premiere of New Sustainability Ads



**PAPER +
PACKAGING
BOARD**

8200 Greensboro Drive
Suite 1175
McLean, VA 22102
(703) 935-8590

McLean, Va. (July 5, 2022) – The Paper and Packaging Board (P+PB) announced the dates of its annual State of the Campaign webinars held on July 13 from 11-11:45AM EST, July 14 from 11-11:45AM and 3-3:45PM EST, and July 19 from 11-11:45AM EST. P+PB President Mary Anne Hansan will show the new TV, print and social media campaign celebrating the health of and the industry’s stewardship of working forests featuring the animated brand ambassadors, Casey and Page. She will also share how P+PB is reinforcing recycling behavior, highlighting the industry’s compelling forest story, featuring sustainable product innovations and why last year has been one of increased consumer engagement and positive feedback.

Our work continues to focus on the industry’s sustainable stewardship of the working forests and the products they make,” said Hansan. “We are telling the positive story of the industry’s efforts to promote healthy trees and habitats through responsible forest management, how the products are designed to innovate out waste and to be recycled. Through our campaign, consumers are better able to understand the sustainable nature of the industry, and its products as well as why it’s important to choose and use them.”

Hansan added, “We are helping consumers understand the truth about the industry’s sustainable forest practices – that trees grown for forest products in the U.S. are plentiful and are grown at a higher rate than they are used. We also encourage consumers to recycle because their actions are making a difference to the environment and that the industry has the infrastructure in place that helps to make it possible.”

The webinars are open to industry members and others interested in learning about P+PB’s How Life Unfolds® campaign.

Register below to attend one of four 45-minute State of the Campaign webinars:

- [July 13 from 11-11:45AM EST](#)
- [July 14 from 11-11:45AM EST](#) or [3-3:45PM EST](#)
- [July 19 from 11-11:45AM EST](#)

About: The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting how their sustainable nature, the industry’s practices and recycling help contribute to a healthier planet. Forty-six U.S. manufacturers and importers collectively fund the national marketing campaign, www.howlifeunfolds.com.

###