



FOR IMMEDIATE RELEASE

## Paper & Packaging – How Life Unfolds™ Campaign Report to the Industry



**PAPER +  
PACKAGING  
BOARD**

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McLean, VA, July 6, 2017 – To mark the campaign’s second year in market, Mary Anne Hansan, president of the Paper and Packaging Board, will give the second annual report to the funders of the paper checkoff and industry at-large on the progress of the Paper & Packaging – How Life Unfolds™ campaign. Hansan will cover some very preliminary analysis of consumption impact from Harry Kaiser, PhD of Cornell, as well as other performance metrics, key learnings and insights that will help shape a new generation of work and messages in the months and year ahead.

Webinars and the presentation of the interactive State of the Campaign Report will be held on July 12 (1 p.m. and 3 p.m.), and at 1 p.m. on each of July 13, 18 and 19. [Register now to participate.](#)

“We are pleased to be reporting out on progress to date as we complete our second year and begin our third,” said Mary Anne Hansan, president of the Paper and Packaging Board.

To register for a webinar or to learn more about the State of the Campaign Report, please visit [www.paperandpackaging.org/about](http://www.paperandpackaging.org/about).

### 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. More than 50 U.S. manufacturers and importers of these products collectively fund the board’s efforts including the Paper & Packaging – How Life Unfolds™ campaign. [www.paperandpackaging.org](http://www.paperandpackaging.org)

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### Editor’s Note:

Harry Kaiser, PhD, will be available to the media for roundtable interviews by phone on Friday, July 14, 2 p.m. to further explain the econometric model and results to date. Contact Joan Sahlgren for participation and call-in details.

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