

## NATIONAL FOREST WEEK TO HIGHLIGHT “THE GREENEST WORKFORCE” BRAND

**September 23, 2013-OTTAWA:** The Canadian Institute of Forestry (CIF) is pleased to announce a new partnership with the Forest Products Association of Canada (FPAC), Canadian Forestry Association (CFA), TreeCanada and TDBank who are joining forces to celebrate National Forest Week 2013 under the theme, the GreenestWorkforce.

The GreenestWorkforce helps promote the new and exciting direction of Canada’s forest products industry, while recognizing the “green” credentials of those who work in the sector. It is also an on-line tool that highlights the work-life balance on offer to the next generation of employees and outlines a broad variety of solid careers now available in the industry.

“National Forest Week recognizes the importance of the forests in Canada. This year we are thrilled to see an inclusive partnership among some of the largest national organizations representing the forest sector united under a single banner: The GreenestWorkforce,” says Dr. Tat Smith, President of CIF. “TheGreenestWorkforce recognizes the stewardship and responsibility that our workforce embraces, and highlights the amazing opportunities available in the sector while promoting the work-life balance that the industry’s workforce has come to enjoy. There really is something for everyone.”

“This national partnership proves how motivated and focused the industry has become in telling its story of transformation, opportunity and growth,” says David Lindsay, President and CEO of FPAC. “We have adopted the brand of the GreenestWorkforce to help the industry attract workers who care about the environment and their future.”

Under FPAC’s ambitious Vision2020 plan, the forest products industry is looking to renew its workforce with an additional 60,000 workers, including more women, Aboriginals and new Canadians. Vision2020 also seeks to further the environmental credentials of the forest sector by 35% and to generate an additional \$20 billion in economic activity from new products and markets by the end of the decade.

“Canadians can actively engage in this year’s National Forest Week theme by inviting foresters into the classroom to teach students about Canada’s world leading progressive forest management practices. Students can also learn about the innovative green products that can be made from forest fibre such as cosmetics, car parts and clothing,” says Dave Lemkay, General Manager of CFA. “We encourage everyone to find out what is happening in their region, or start their own event to raise awareness of the importance of the industry to our past, our present and our future.”

National Forest Week remains first and foremost a challenge to individual Canadians to learn more about their forest heritage and support greater recognition of this valuable resource. It runs this week year from September 23 to 28<sup>th</sup>. National Tree Day will be observed on Wednesday September 25<sup>th</sup>. To find out more go to:

[http://www.canadianforestry.com/html/outreach/forest\\_wk\\_calendar\\_e.html](http://www.canadianforestry.com/html/outreach/forest_wk_calendar_e.html)

About FPAC:

FPAC provides a voice for Canada's wood, pulp, and paper producers nationally and internationally in government, trade, and environmental affairs. The \$57-billion-a-year forest products industry represents 2% of Canada's GDP and is one of Canada's largest employers operating in hundreds of communities and providing 230,000 direct jobs across the country.

About CIF:

Founded in 1908, the Canadian Institute of Forestry ([www.cif-ifc.org](http://www.cif-ifc.org)) has over 2300 members and is the national voice of forest practitioners, promoting public awareness and a better understanding of sustainable forest management informed by sound science.

About CFA:

Founded in 1900, the CFA (<http://canadianforestry.com>) is Canada's oldest conservation organization. In its second century it continues to advocate the protection and wise use of Canada's forest, water and wildlife resources through public awareness and education programs.

Media Contact:

Emily Gray  
Continuing Education Specialist  
Canadian Institute of Forestry/Institut forestier du Canada  
(705) 744-1715 ext. 609  
[egray@cif-ifc.org](mailto:egray@cif-ifc.org)