

Scott Naturals Announces Winner Of The Scott Naturals 4-Week Test Drive; Donates \$50,000 To Alaska Department Of Natural Resources

DALLAS, Aug. 15, 2012 /PRNewswire/ -- The Scott Naturals brand is proud to announce Alaska is the winner of the Scott Naturals 4-Week Test Drive, a nationwide promotion hosted by the Scott Naturals brand asking consumers to pledge to try the Scott Naturals line of hybrid paper products for four weeks. The Alaska Department of Natural Resources, through the National Association of State Conservation Agencies, will receive a \$50,000 donation to be used toward local forest and land conservation efforts, from helping sustain forests and land conservation to protecting natural habitats and improving national parks.

"Alaska's Natural Resource Conservation and Development Board is excited to accept this donation from Scott Naturals for on-the-ground conservation projects," said Shana Joy, Executive Director of Alaska's Natural Resource Conservation and Development Board. "We appreciate Scott Naturals' commitment to conservation and support of a sustainable forest industry."

This is year two of the Scott Naturals 4-Week Test Drive, and the first year that the brand is making a donation toward conservation efforts.

In addition, the Scott Naturals brand will also be making a donation to New York State due to their overwhelming participation.

"New York has great support for conservation. From farmers to schools to communities, we rely on voluntary efforts to get our programs on the ground," said Michael Latham, Executive Director of New York State Soil and Water Conservation Committee. "The donation from the Scott Naturals 4-Week Test Drive is one more demonstration of the public taking action to do what is best for the environment and we plan to use the Scott Naturals donation to do the same."

The Scott Naturals line of hybrid paper products is designed to provide consumers with a solution that not only provides environmental benefits, but also provides the quality of product that consumers have come to expect from the Scott brand. Scott Naturals dry bath tissues, paper towels, napkins and flushable moist wipes take a green step by incorporating a blend of virgin material and at least 20 percent recycled material in products or packaging. This unique combination delivers both quality and environmental benefits. According to the Scott Naturals brand, if everyone in the US tried these Scott Naturals products for just four weeks, "we'd save over 2 million trees."*

* Substituting Scott Naturals products including recycled fiber over 4 weeks reduces virgin fiber demand. Reduced tree harvesting based on average U.S. household sheet usage and saving 17 trees per ton of recycled fiber. Flushable moist wipes contain 100% virgin fibers derived from sustainable resources.

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