

Boise Paper Partners with the American Red Cross

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Boise Paper, a division of Packaging Corporation of America, is committed to more than just making office paper. As part of their *Paper with Purpose*[®] promise, Boise Paper supports local schools through Box Tops for Education[™], helps transform abandoned urban spaces into vibrant parks and encourages employee volunteerism.



**American
Red Cross**

Paul LeBlanc, Vice President of PCA, sees it this way: “Our colleagues, customers and suppliers — everyone we work with — is really a friend or neighbor. They deserve not only great paper, but a partner willing to invest time and resources toward improving our communities.”

The newest *Paper with Purpose*[®] initiative for Boise Paper is their partnership with the American Red Cross. Representatives from local Red Cross chapters visited Boise Paper locations throughout the United States this past summer, sharing the important work the Red Cross does locally and identifying opportunities for Boise Paper employees to engage and volunteer.

In September, as part of National Preparedness Month, Boise Paper included Red Cross messaging on its paper reams and boxes to help educate consumers about the importance of preparedness. Specially printed boxes encouraged consumers to repurpose the containers as personal and family emergency preparedness kits. And limited-edition reams of paper — featuring the Red Cross Emergency app and First Aid apps — were sold at select Office Depot locations.

“The American Red Cross is grateful to Boise Paper for including us as their newest *Paper with Purpose*[®] partner,” said Don Herring, Chief Development Officer for the Red Cross. “Through their generosity and creative approach to engaging customers and employees with information on preparedness, Boise Paper demonstrates a true commitment to our mission to prevent, prepare for and respond to disasters.”

To learn more about the American Red Cross, please visit www.redcross.org. And for more information about Boise Paper, please visit www.boisepaper.com.