

NAFP Launches “Walk in the Woods” Campaign

June 1, 2017

The North American Forest Partnership (NAFP) has announced a campaign called “Walk in the Woods,” a communications program that educates the public about North America’s forests. The program targets the U.S. and Canada and was launched on May 10, 2017.

PCA is a member of The American Forest & Paper Association, which has joined NAFP. The NAFP is made up of companies, non-profit organizations, universities and agencies that are “committed to the management of sustainable, healthy forests.”



According to the organization’s website, Walk in the Woods represents a diverse community and is dedicated to telling the story of the stewardship of our forests. The goal is to answer questions and share information about conservation, sustainability, innovation, and forest products and ecosystems. The campaign aims to spread knowledge and foster discussions that will help shape the future of our planet.

To follow Walk in the Woods online, please visit one of these sites:

www.walkinthewoodswith.us

www.twitter.com/_walknthewoods

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