



## Coast Forest Conservation Initiative

*New thinking about forest conservation*

FOR IMMEDIATE RELEASE

May 10, 2007

### **B.C. COMPANIES AMONG RECIPIENTS OF CONSERVATION AWARD**

VANCOUVER, BC – Member companies of the Coast Forest Conservation Initiative (CFCI) – BC Timber Sales, Canfor Corporation, Catalyst Paper Corporation, International Forest Products and Western Forest Products – were among the recipients of The Gift to the Earth award, WWF International’s highest international accolade for conservation outcomes.

The award, presented May 9 by James Leape, Director General of WWF International, also recognized environmental groups (ForestEthics, Greenpeace and Sierra Club of Canada, BC Chapter), First Nations (Coastal First Nations, Turning Point Initiative and the Nanwakolas Council) and the Government of British Columbia for more than a decade of work that ultimately led to final land use decisions for British Columbia’s central and north coast planning regions.

Reynold Hert, president and CEO of Western Forest Products, who accepted the award on behalf of the companies, said it is one more example of the global significance of the coast region and the land use agreements.

“It is an honour for the companies of CFCI to be recognized for global leadership by an organization as respected as WWF,” Hert said. “What’s even more important is knowing we are making a difference on the ground, one that will bring new approaches to forest conservation and management, and greater certainty for companies and our customers. The process that led to the coast vision brought together divergent groups and opened an important dialogue that continues today.”

The Gift to the Earth award is in recognition of the participatory land use planning process that led to the identification of protected areas in the coast region and a move toward a new ecosystem-based management approach to forest management, as well as the establishment of conservation and sustainable development funding mechanism to support coastal communities.

The Gift to the Earth is awarded to individuals, companies, institutions or governments who have demonstrated environmental leadership, and have made a globally significant contribution to the conservation of the natural world. WWF is one of the world’s largest and most experienced independent conservation organizations.

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### **FOR MORE INFORMATION:**

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