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National Wildlife Federation, McGraw-Hill and NewPage Corporation Launch Innovative Textbook Recycling Project

Reston, VA. (March 28, 2011) – A new grant from The McGraw-Hill Companies to the National Wildlife Federation (NWF) will launch a textbook recycling program, the first of its kind that engages educational institutions and corporate stakeholders with the aim of reducing waste and promoting sustainable development.

NWF's Eco-Schools USA and Campus Ecology programs will use the one-year grant to:

- engage NewPage Corporation, one of McGraw-Hill's paper manufacturers, to de-ink textbook pages so that their paper fiber can be reused in new books;
- increase awareness of textbook recycling; and
- conduct further research on the lifecycles and supply chains of textbooks.

NWF will pilot the program in the K-12 and higher education sectors in Wisconsin and Minnesota with the goal of eventually extending it to other parts of the country.

“This innovative textbook recycling program is a natural fit with National Wildlife Federation's work to promote business and educational practices that are healthy for our environment,” said Kevin Coyle, NWF's vice president of Education and Training. “It also aligns with our work on sustainably procured paper, which in part relies on an increased supply of recovered fiber.”

Under this grant, NWF will select two undergraduate student fellows from its Campus Ecology program to manage the recycling pilot. The fellows will coordinate textbook recycling events, increase awareness and education about consumption, waste, and the recycling process and expand the reach of NWF's Eco-Schools USA and Campus Ecology programs.

“This is one of the steps that McGraw-Hill is taking to show its commitment to sustainable business practices, including offering almost all of our content digitally,” said Louise Raymond, vice president of Corporate Responsibility & Sustainability at The McGraw-Hill Companies.

McGraw-Hill has instituted a number of “green” practices at its distribution centers, including recycling a majority of the paper recovered from old textbooks. NWF's new

program will focus on helping individual students, schools and organizations recycle hardcover books that are outdated or otherwise unsuitable for reuse.

Founded in 1888, The McGraw-Hill Companies is a leading global financial information and education company that powers the Knowledge Economy. Well-known brands include Standard & Poor's, McGraw-Hill Education, Platts and J.D. Power and Associates. To learn more, visit www.mcgraw-hill.com.

Headquartered in Miamisburg, Ohio, NewPage Corporation is the largest coated paper manufacturer in North America based on production capacity, with \$3.6 billion in net sales for the year ended December 31, 2010. The company's product portfolio is the broadest in North America and includes coated freesheet, coated groundwood, supercalendered, newsprint and specialty papers. NewPage products are used for corporate collateral, commercial printing, magazines, catalogs, books, coupons, inserts, newspapers, packaging applications and direct mail advertising. NewPage owns paper mills in Kentucky, Maine, Maryland, Michigan, Minnesota, Wisconsin and Nova Scotia. To learn more, visit www.NewPageCorp.com.

Since its formation in 1936, National Wildlife Federation has worked with affiliates across the country to inspire Americans to protect wildlife for future generations. NWF seeks to engage and educate its 4 million members, partners and supporters with a focus on restoring habitat, confronting global warming and connecting people with nature. To learn more about NWF's environmental education programs, visit the [Eco-Schools USA](#) and [Campus Ecology](#) pages.

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For more National Wildlife Federation news visit www.nwf.org/news

Celebrating 75 years of inspiring Americans to protect wildlife for our children's future.