

FOR IMMEDIATE RELEASE

CONTACT
Danette Saur
Marketing Executive
Bell, Inc
605.978.0529
dsaur@bell-inc.com

BELL INCORPORATED AND LANDSCAPE GARDEN CENTERS PARTNER WITH
CHRISTIAN CENTER SCHOOL
TO PLANT NEW TREES FOR SIOUX FALLS COMMUNITY
Bell, Inc, Landscape Garden Centers and Paperboard Packaging Council
Sponsor Tree Planting

- WHO:** Seventeen students from Christian Center School in Sioux Falls along with representatives from Bell, Inc and Landscape Garden Centers.
- WHAT:** Representatives from Bell, Inc and Landscape Garden Center will lead in-classroom presentations introducing tree-to-carton lifecycle information culminating in a tree planting activity
- WHERE:** Christian Center School
6300 West 41st Street
- WHEN:** Earth Day, Wednesday, April 22 at 2:10pm
- WHY:** As part of the first-ever National Paperboard Packaging Week, Paperboard Packaging Council (PPC) members such as Bell Incorporated, are partnering with schools from local communities throughout the U.S. and Canada in the TICCIT (Trees Into Cartons Cartons Into Trees) (pronounced "Ticket") program.

TICCIT is an outreach and education program highlighting the natural renewability and sustainability of paperboard packaging.

As part of TICCIT, ice cream cartons will be used for planting new trees. Seeds and saplings will be planted in the cartons, and then the new "carton-and-tree units" will be planted in the ground. The cartons provide protection and a natural "water funnel" for the new trees. As the trees grow, the cartons breakdown, completing the trees into cartons, cartons into trees cycle.

###