



Earth Day 2011: "Turning trees into cartons, cartons into trees"

To whom does Earth Day matter most? The children, of course. Conserving the earth is our responsibility, their consequence.

In celebration of Earth Day, Bell and Landscape Garden Centers are meeting once again with Sioux Falls School kids. Representatives from Bell Incorporated and Landscape Garden Centers lead presentations and educational games that teach students about recycling, paper manufacturing, soil science, biology, and social studies.

The students decorate their own ice-cream cartons by illustrating their personal answers to questions such as "What does Earth Day mean to me?", "What is a life cycle?" and "Why are trees important?" Landscape Garden Centers provides saplings for the students to plant in the ice cream cartons. The cartons are provided by Bell Incorporated.

It's all part of a one-of-a-kind event happening across the U.S. and Canada, the third annual Paperboard Packaging Council's TICCIT ("trees into cartons, cartons into trees") program. TICCIT is an outreach and education program highlighting the natural renewability and sustainability of paperboard packaging. It teaches children all over the U.S. and Canada the importance of recycling and planting trees.

To learn more about Bell Incorporated's record of sustainability and commitment to the Sioux Falls community and Planet Earth, see Bell's award-winning sustainability initiatives next link.