

FOR IMMEDIATE RELEASE



Thoro Packaging Teaching Kids to Recycle

Celebrating Earth Day and Paperboard Packaging Week with the TICCIT Program

Corona, CA, April 28, 2014 - Thoro Packaging- Teaching kids about the trees, how paper is made and the importance of recycling, is something that has become tradition at Thoro Packaging. Every year, Thoro staff visits local elementary schools, in honor of Earth Day and Arbor Day, as part of the Paperboard Packaging Council's TICCIT Program ("Trees Into Cartons, Cartons Into Trees"), to educate students on paper, trees, and recycling. This year Thoro presented the program to almost 300 students, and donated 100 trees to be planted in their local community. This is just one way the company gives back to our community, planet, and future generations.

Thoro's team members visited 3rd, 4th and 5th grade classrooms at Promenade Elementary School, and two YMCA facilities here in Corona. They presented the TICCIT Program which promotes tree planting as a way to highlight the need for recycling paperboard products, including the very boxes that Thoro manufactures. The students learned about the life cycle of a tree, the natural renewability and sustainability of paper, as well as the benefits of recycling. Each school received a donation of saplings to plant on their campus or in their community.

One of Thoro's own employees, Dianne Vanover, created the program which has now been adopted nationwide. Last year the TICCIT program planted over 13,000 trees.

[About Thoro Packaging](#)

Based in Southern California, Thoro is a manufacturer of printed folding cartons, specializing in packaging solutions for the medical, pharmaceutical, health and beauty, fancy food, and technology industries. All manufacturing processes are done in-house. This provides customers quick turn around, transparency throughout project workflow, and gives Thoro the ability to maintain control of quality, guaranteeing the best printed folding carton packaging. For more information on Thoro and their sustainability efforts, visit www.thoropkg.com/sustainability.

[About the Paperboard Packaging Council \(PPC\)](#)

The PPC is the leading trade association serving suppliers and converters of all forms of paperboard packaging. To learn more visit www.paperbox.org.

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Additional photos available upon request.



Promenade Elementary 4th grade students with Andrea Percy of Thoro Packaging

Plant a Tree...
Grow a Mind.



TICCIIT
 TREES INTO CARTONS, CARTONS INTO TREES
 April 21-25, 2014 • paperbox.org/TICCIIT



Promenade Elementary 3rd grade students with Andrea Percy of Thoro Packaging



3rd grade students at Promenade Elementary School in Corona