

Press Release Template for WoodMobile School Event

FOR IMMEDIATE RELEASE

Month, Day, Year

[School Name] Students Explore ‘Penn’s Woods,’ Sustainable Forestry with Pennsylvania WoodMobile

[Town name], Pa. – [Number of Students Participating, Spelled Out] [Grade Level] students at [Your School] learned why Pennsylvania is named “Penn’s Woods” through lessons and activities hosted in the Pennsylvania WoodMobile visited the school on [Date in this Format: Monday, Jan. 1].

An outreach tool of the Pennsylvania Hardwoods Development Council, the WoodMobile educates the public about Pennsylvania’s forests and sustainable forest management – securing the wood products we need today while protecting the trees of tomorrow. The mobile classroom uses interactive activities and displays to promote the responsible use of forest resources and an understanding of the forest industry to the public.

“The WoodMobile is an outstanding educational resource,” said Jon Geyer, Executive Director with the council. “Our timber industry is doing great things today to secure our forest resources for decades to come. It’s important that we teach our youth about responsible use of environmental resources.”

Pennsylvania is home to the largest hardwoods forest in the United States, providing more than 10 percent of the nation’s hardwood lumber supply. While Pennsylvania’s forest products industry has an annual direct economic impact to the commonwealth of more than \$21.8 billion and provides more than 60,000 direct jobs, the state has more forested acres today than it did 100 years ago thanks to the sustainability efforts of the industry.

Within the 34-foot long WoodMobile are numerous panels showing the history and industry surrounding Pennsylvania’s forests. Interactive exhibits on leaf and wood identification and touch screens providing information about threats to the forest from invasive insects and plants capture children’s attention, keeping them engaged in learning about Penn’s Woods. In the front of the WoodMobile, videos show the transformation of a log from the forest to the furniture in your home.

Visitors to the WoodMobile can test their hardwood knowledge in a game by guessing which of 60+ items do not contain wood. Choices include toothpaste, imitation vanilla, toilet paper, ice cream, aspirin, diet foods, film, and shoe polish. All these items contain wood or wood by-products.

Operated by the Pennsylvania Hardwoods Development Council in the Department of Agriculture and sponsored by the Pennsylvania Forest Products Association, the WoodMobile travels about 150 days of the year from April to November, delivering free, educational programs to elementary and middle school students and members of the public. Since its unveiling, the WoodMobile has exhibited at more than 1,270 events hosting more than two million visitors, including more than 232,000 students who participated in school programs.

For more information on the WoodMobile, including a schedule and request form, visit www.agriculture.state.pa.us and search “WoodMobile.”

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