



## Fact Sheet

### Boxed Water: 2016 ReTree Program

- Boxed Water's ReTree program is a partnership with the National Forest Foundation (NFF) and 1% for the Planet to plant **one million trees by 2020**.
- The ReTree campaign asks consumers to post, and Boxed Water will plant two trees from every social post with the hashtag #Retree.
- For the 2016 ReTree campaign, Boxed Water and the NFF are aiming to plant 200,000 native ponderous pine in the Custer-Gallatin National Forest in Montana, a region that lost nearly 500 acres due to wildfire damage from 2012's Ash Creek Fire.
- The 2016 Boxed Water ReTree campaign will start on April 22, Earth Day, and goes throughout summer.
- Boxed Water, together with the NFF partnership and support from consumers, planted over 100,000 ponderosa pine, Douglas fur, and sugar pine seedlings in the Deschutes National Forest last year.
- ReTree is one of the largest tree planting commitments for the NFF with the five-year goal of planting one million trees by 2020 in National Forests across the country that needs reforestation.
- The pine seedlings that are planted for all five years of the program will help:
  - increase forest diversity
  - provide habitats for wildlife
  - help the forest become more resilient to climate change