

# Skytone Wins National Environmental Award!



**Red Deer, Alberta. February 21, 2007** - Skytone Printing & Graphics Ltd. was awarded bronze at Canada's 2nd Annual Environmental Printing Awards which was held in Toronto on February 21st. Skytone received the award in the prestigious category of "Most Environmentally Progressive Printer in Canada." The family owned operation was one of only two winners in Western Canada, and the only winner in the prairie provinces. The awards, presided over by keynote speaker, The Right Honourable Brian Mulroney, recognize excellence in Canadian environmental stewardship across the entire print-based supply chain.

Skytone Printing & Graphics Ltd. is celebrating its 26th year of business in Red Deer, Alberta. The company began making environmental changes to its operations two years ago. These changes culminated in the launching of the "Print for Trees" program just over a year ago. In that time, the "Print for Trees" program has planted more than 16,000 trees. "We wanted to make a difference globally, and we saw no reason why a small business couldn't do just that." says Rhonda Cote, Skytone's owner and manager, "Small companies can make big differences." Other Skytone initiatives include ensuring that all of their printing is being done with vegetable based inks, that all of Skytone Printing's electricity is derived through local windpower resources, and that

recycled and recyclable paper choices branded "Environmental Options" are offered to their clients. The "Print for Trees" program which launched in early 2006 forms the main thrust of Skytone's campaign. With each print order - whether its a business card or a large book run, Skytone plants trees. The current tree plantings are performed in Senegal, West Africa, "By starting such projects in developing countries of the humid tropics, we can plant about twenty times as many trees and remove about 60 times as much carbon as a similar project in Alberta" Rhonda says, "Oxygen created in Senegal is of global benefit, we are one planet, one community." Not only does the project offset carbon, but these trees form a barrier against encroaching deserts, provide food, shelter and medicine, and offer jobs for the people in the communities.



Skytone's ultimate goal is to plant 100,000 trees in the Senegal project. "Who knows where we will go after that, we are planting the planet through print." Updates on their progress can be obtained through the Print For Trees website at [www.printfortrees.com](http://www.printfortrees.com)