



**FOR IMMEDIATE RELEASE**

**Scouts Canada and St. Joseph Communications Extend Unique Reforestation Program:  
*Partners in Growth*<sup>®</sup>**

*For every ton of paper used on a customer's behalf, St. Joseph Communications facilitates the planting of three tree seedlings through Scouts Canada*

**Ottawa, Ontario (November 20, 2007)** – Scouts Canada and St. Joseph Communications today announced an exclusive five-year renewal agreement to continue to replenish the natural resource used most by a printing company – trees.

*Partners in Growth*<sup>®</sup> is a reforestation program developed by St. Joseph Communications in collaboration with Scouts Canada in 1990. To date, the program has led to the planting of over two million trees across Canada, covering 2,800 acres. For every ton of paper used on a customer's behalf, St. Joseph Communications facilitates the planting of three seedlings through Scouts Canada's Scoutrees program.

"Scouts Canada has been a leader in environmental stewardship for nearly 100 years and we are pleased to combine our mission with such a visionary organization as St. Joseph Communications," says Rob Stewart, Executive Commissioner and CEO for Scouts Canada. "Scouts have been reforesting our country since the 1920s and have planted over 85 million trees to date. Further, it is through our Scoutrees program that we provide our Scouting youth and adult volunteers with the hands-on opportunity to practice forestry, sustainable use of natural resources and the reclaiming of waste areas."

Under the terms of this new agreement, Scouts Canada will recognize St. Joseph Communications as the Exclusive Sponsor of its Scoutrees program. In turn, St. Joseph Communications will continue to make an annual donation to Scouts Canada to provide for program materials and to facilitate the planting of seedlings on behalf of its print customers. Both parties will also join forces on marketing and tree-planting awareness initiatives.

"*Partners in Growth*<sup>®</sup> is at the foundation of our 20-year history of environmental leadership," says Tony Gagliano, Executive Chairman and CEO for St. Joseph Communications. "The program has allowed us to share our commitment to the environment with hundreds of companies. We are proud to partner with Scouts Canada and are grateful for its assistance in enabling St. Joseph Communications and our customers to so effectively give back to the environment."

Environmental stewardship is a fundamental component of St. Joseph Communications' business philosophy. St. Joseph was the first heatset web printer in North America to be granted certification from the Forests Stewardship Council (FSC). In 2006, St. Joseph Communications became the first printer/publisher in Canada to implement a policy regarding the use of Ancient Forest Friendly paper.

-- MORE --

### **About Scouts Canada**

Scouts Canada is the country's leading youth organization offering exciting outdoor adventure for boys and girls, and young men and women, ages 5 to 26, in communities across Canada. Through its renowned recreational, social, environmental, and community development programs, Scouting teaches youth about the active role they can play in helping to create a better world. Over 75,000 young people enjoy Scouts Canada's programs which are provided by over 23,000 caring and dedicated volunteers.

The benefits of the Scoutrees program stretch beyond the environmental impact here in Canada. A portion of the pledges earned by Scouts planting trees are allocated to the Canadian Scout Brotherhood Fund to support Scouting in developing countries.

Throughout 2007, the Scouting Movement marks its Centennial in 155 countries around the world. For more information about Scouts Canada, please visit [www.scouts.ca](http://www.scouts.ca)

### **About St. Joseph Communications**

St. Joseph Communications is Canada's leading provider of integrated communications solutions. Its four business platforms – in content, print, documents and media – offer innovative communications solutions in such areas as package and store design; branding; digital signage; architectural way finding; photography; digital, sheet-fed and web printing; and document management. It is also owner and publisher of some of Canada's leading consumer magazines, including *Toronto Life* and *FASHION Magazine*. The company is focused on and committed to doing the right thing for the communities in which it operates, donating 10 percent after-tax profit each year to philanthropic endeavours. Visit [www.stjoseph.com](http://www.stjoseph.com).

-30-

For more information please contact:

Heidi Vincent  
Scouts Canada  
(613) 224-5131 x271  
[hvincent@scouts.ca](mailto:hvincent@scouts.ca)

Marta Sinyard  
St. Joseph Communications  
(905) 660-3111  
[msinyard@stjoseph.com](mailto:msinyard@stjoseph.com)