



FOR IMMEDIATE RELEASE:

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Trees Ontario and Sansin Partner to Help Re-Green Ontario

—For every gallon of Sansin Enviro Stain sold at participating Ontario dealers between Earth Day (April 22) and May 31, one native tree seedling will be planted in Ontario—

Strathroy, Ontario, Canada (March 23, 2011) – According to [Trees Ontario](#), a not-for-profit organization dedicated to the re-greening of Ontario through tree planting efforts, there is an urgent need for more trees and forests in Ontario. To help address this tree shortage in the province, Sansin is partnering with Trees Ontario to launch a native tree seedling promotion, which kicks off on Earth Day.

For every gallon of Sansin Enviro Stain sold from April 22 (Earth Day) through May 31, 2011, at participating Ontario retailers, one native tree seedling will be planted in the province. For a listing of participating Ontario dealers and to learn about the promotion, visit [Sansin's website](#).

The shortage of trees and forests in Ontario is due in large part to urban sprawl and a significant decline in the number of trees planted per year since the 1990s. Tree planting rates in rural areas, especially in southern Ontario, have declined from approximately 20 million trees per year to as low as two million per year.⁽¹⁾ Trees Ontario has played an integral role in helping to rebuild the tree planting infrastructure across the province, and to date has supported the planting of 10 million trees in Ontario since 2004.

Robert Keen, CEO of Trees Ontario, states that the organization is happy to partner with Sansin on this promotional program. “At Trees Ontario we make a conscious effort to work with organizations that are committed to supporting green initiatives and providing environmentally friendly products for today’s consumers,” said Keen. “We appreciate Sansin’s partnership, which will support tree planting efforts across the province this spring and next.”

Sjoerd Bos, Vice President of Sansin, says at a time when green building is on the rise, wood is about as green as it gets. “Sansin is committed to environmentally friendly wood finishes for building and remodeling projects, but we also feel it’s imperative to replenish wood, our only truly renewable resource. This partnership with Trees Ontario is a natural fit for Sansin, our dealers and customers in Ontario who care about our forest ecosystem.”

About [Sansin](#)

For 25 years, Sansin has been the only wood protection company focused exclusively on researching, developing, and introducing environmentally friendly, ‘water-borne’ interior and exterior wood products and technologies. Sansin Enviro Stains use water, not petroleum solvents, to deeply penetrate and protect wood naturally, from within. Sansin has dealer networks in both Canada and the U.S. To learn more about Sansin Corporation, its line of Enviro Stains or how to become a Sansin preferred dealer, visit www.Sansin.com.

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About Trees Ontario

Trees Ontario, working with its partners, is the largest, not-for-profit tree planting partnership in North America. It is committed to the re-greening of Ontario through a range of tree planting activities.

The goal of Trees Ontario is to restore the province's tree planting capacity, especially throughout southern Ontario on private lands, by providing funding and planning support for its tree planting partners. These include local Conservation Authorities, Ontario Stewardship Councils, municipal governments and community volunteer groups.

To participate, donate and to learn more visit the Trees Ontario website at www.treesontario.ca.

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