

**POLICE LINE DO NOT CROSS**

## **THE NEWS IS IMPACTFUL. THE PAPER IT'S PRINTED ON ISN'T.**

We in the newspaper industry are committed to reducing our impact on the environment. For example, our newsprint suppliers plant more trees than they take and have successfully reduced gas emissions by 10 times what is required under Kyoto. And you've helped, too, by recycling over 80% of all newsprint in Canada. There is more to do, and together, we can work toward sustainability.

Because sustainability isn't just another story to us.  
It's how we're shaping our future.

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