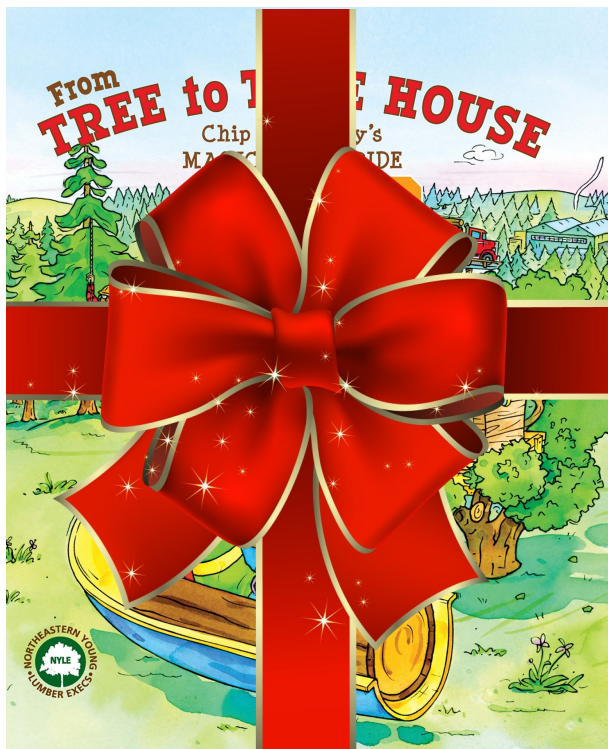
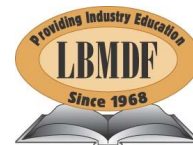




Children's Coloring Book Order Form



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The Project:

- To show everyone that this is a great industry to think about for a career
- Provide an opportunity to explain to our kids and grandkids what we do
- Workforce development: Our industry offers a number of great careers, but you have to plant the seed at a young age. High school, even middle school, may be too late
- Industry promotion

The Story:

Chip and Emily Green and their dad are building a tree house. They go to their local, independent lumber dealer to get lumber. There they meet Fern, a NYLE member, who offers them a ride on the Magic Flume so they can find out where lumber comes from.

Along the way they meet Fred the Forester, Larry the Logger, Tom the Trucker, Mary the Mill Manager, Holly and Wally the Wholesaler, Martin the Manufacturer, Ralph the Researcher, and Carlos the Carpenter who explain how lumber gets from the forest to their house. Along the way they learn about responsible forestry practices and safety.

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