

Larson-Juhl Launches New #LJPlantATree Campaign in Conjunction with American Forests

Interactive Social Campaign Looks to Add 5,000 Trees
August 21–September 21, 2018

(August 2018 – Norcross, GA) In celebration of Larson-Juhl's ongoing commitment to sustainability, Larson-Juhl is launching their first social media campaign with American Forests called #LJPlantATree. Larson-Juhl has had a long-standing partnership--going on 27 years!--with American Forests, the oldest national non-profit conservation organization in the U.S. dedicated to protecting and restoring healthy forest ecosystems. To date, Larson-Juhl donations have planted over 500,000 trees in 17 states and 8 countries. With the help of its loyal and like-minded community, the new campaign sets to add an additional 5,000 trees.

The #LJPlantATree campaign runs from August 21–September 21. During the month-long initiative, Larson-Juhl will donate \$1 to American Forests for each Facebook follow and like on an #LJPlantATree post (participants must do both). The company will also donate \$1 for each Instagram follow and like on an #LJPlantATree post (participants must do both). If the user already follows the @LarsonJuhl account, they will just need to like the post. \$1 equals one tree getting planted. The more follow and like combinations equal the more trees that will be planted. Larson-Juhl is encouraging the community to tag a friend (or several) in the Facebook and Instagram posts to help get the word out about the campaign.

“American Forests is very proud to be celebrating nearly 30 years of partnership with Larson-Juhl, one of our longest-standing partners,” said Lea Sloan, American Forests' Vice President, Communications & Marketing. “They have made a huge contribution to the health of our planet—and all its inhabitants--by supporting the planting of more than a half million trees in 19 states and eight countries, which will continue to clean our air and water, provide habitat for wildlife and remove many tons of carbon from our atmosphere for decades to come.”

Through all of Larson-Juhl's efforts, the focus on the environment is a top priority. Part of Larson-Juhl's Global Promise Mission is to create products which utilize materials and technologies that are environmentally friendly in the most efficient, eco-conscious manner, providing forest-friendly framing options for consumers. The partnership with American Forests is another way to solidify the promise to help the environment.

Since 1990, Larson-Juhl has partnered with American Forests to protect wildlife, fight climate change, and improve air and water quality through restoring forests. In addition to the company's efforts to support American Forest, others can help support American Forests' work, too. Interested parties can visit: americanforests.org/donate to learn more – every gift will help American Forests restore critical ecosystems. Every tree makes a difference.

Rules & Guidelines:

- The campaign begins at 12:00:01 a.m. ET on August 21, 2018 and ends at 11:59:59 p.m. ET on September 21, 2018
- Participants must follow @LarsonJuhl on Facebook and/or Instagram
- Participants must like an #LJPlantATree posts on Facebook and/or Instagram
- Each follow and like combination equals a \$1 donation to American Forests by Larson-Juhl
- Each dollar raised equals one tree planted
- Larson-Juhl is committed to raising \$5,000 in order to plant 5,000 trees through this campaign
- On October 1, 2018, Larson-Juhl will announce on social media how much money they have raised via the #LJPlantATree campaign, and in turn how many trees will be planted

The complete details can be found here: www.larsonjuhl.com/Resources/News-and-Press

About Larson-Juhl

Established more than a century ago, Larson-Juhl is the global leader in custom picture frame design, manufacturing and distribution. The company also provides high quality conservation products to museums, galleries and libraries and serves the contract market with a full of solutions from art printing and volume framing to wall decór. A Berkshire Hathaway company headquartered in Atlanta, GA, Larson-Juhl operates 46 facilities in 15 countries around the world. To learn more about Larson-Juhl, please visit www.LarsonJuhl.com.

#

Media Contacts

Katherine Smythe / Becca Sass / Danielle McWilliams
Novitá Communications

Katherine@novitapr.com / Becca@novitapr.com / Danielle@novitapr.com

212.528.3160