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TRUTH ABOUT TREES TO COME TO LIFE IN CHILDREN'S MUSEUM EXHIBIT

MEMPHIS, TENN. – The Hardwood Forest Foundation is pleased to announce its flagship and award winning *Truth About Trees* program will soon take on new life through partnership with the Omaha Children's Museum (OCM) in Omaha, NE.

Initiated by Liz Langan of DMSi, the exhibit (tentatively titled "Timber Team: The Truth About Trees") will be 3,500 square feet and showcased October 2017-April 2018. With proper funding, it will then travel to at least three other cities throughout the United States.

"Partnering with Omaha Children's Museum by creating a place where children can visit and be 'immersed' into the forest products industry while learning the message of the Foundation is a dream come true for our organization and the industry as a whole," said Crystal Oldham, Foundation Executive Director.

"This is the forest products industry's opportunity to really share its positive harvesting message on a stage like no other...thousands of children will visit the exhibit with their parents, teachers and caretakers, essentially dipping into our world, putting on our hard hats and seeing it through our eyes," Oldham added.

"'Timber Team' continues our community-built exhibit tradition, which has been extremely successful locally," said Jeff Barnhart, Chief Museum Officer at Omaha Children's Museum.

"We're ready to take an exhibit to the national stage and this partnership with the Foundation is going to make it happen."

The Foundation has a unique opportunity through the OCM exhibit, as its primary role is information- specifically educational information pertaining to the workings of the industry, manufacturing and supply chain.

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In addition, the exhibit will be packaged to showcase at least three other children's museums throughout the U.S. Those locations will be determined by the amount of interest the industry provides in those particular areas.

"The story of harvesting as a means of keeping our forests healthy and for resource extraction belongs to the men and women of our industry and it is our responsibility to tell it...the world is finally listening to us, so it is imperative that we speak up and embrace this opportunity wholeheartedly. The chance to have this stage would not have happened a decade ago," Oldham said.

OCM and the Foundation will publically join hands at the upcoming NHLA Annual Convention & Exhibit Showcase in Washington, D.C., where the organizations will be co-exhibiting and sharing its efforts with attendees. This will mark the first of many occasions the organizations will stand side by side as we work to eliminate misperceptions pertaining to harvesting.

All of these efforts need the financial backing of the forest products industry and the museum is asking companies and those who benefit from the world's only renewable natural resource to donate to its efforts.

To learn more about sponsorship opportunities or for more information about the museum, contact Kim Reiner, Marketing and Public Relations Manager at Omaha Children's Museum, at 402-930-2356 or kreiner@ocm.org.

TRUTH ABOUT TREES

Created in 2006, Truth About Trees has reached hundreds of thousands of children throughout the United States and Canada. The program is an educational kit that is distributed free of charge to educators, while it is funded entirely by the forest products industry. Written by an elementary school teacher, Truth About Trees provides common sense learning with science. It's a hands-on program, complete with music, art, play, creative thinking and videos.

OMAHA CHILDREN'S MUSEUM

Since its inception in 1976, Omaha Children's Museum has been a special place where children can challenge themselves, discover how the world works and learn through play. The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning. The museum's permanent exhibits include Charlie Campbell Science & Technology Center, Creative Arts Center including the Karen Levin Artist-in-Residence Studio, Imagination Playground and Walker Tire & Auto Service Center. In addition to its permanent exhibits, Omaha Children's Museum offers educational programs, traveling exhibitions, field trips, outreach programs, summer camps and early childhood programs. For more information visit <http://www.ocm.org>.

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