



For Immediate Release

## **Rainbow Publishers Goes Green**

San Diego, CA (January 13, 2010) Rainbow Publishers ([www.RainbowPublishers.com](http://www.RainbowPublishers.com)) announced today that their books have been certified by the Sustainable Forestry Initiative (SFI). Beginning on January 1, 2010 all print runs for their entire catalog of books will be printed on paper that has earned the SFI Certification. Prominent conservation groups such as The Conservation Fund, American Bird Conservancy, and Conservation International support the SFI program.

SFI program's comprehensive standard backs a strong commitment to sustainable forest management and continuous improvement.

Forests can be instrumental in achieving emissions reduction targets, providing a quarter of needed climate solutions through 2020, according to the analysis by [Resources for the Future](#), a Washington-based research institution, and consulting group Climate Advisers.

Daniel Miley, CEO of Rainbow Publishers, discussed the significance of the SFI logo in each new book they print: *"Our team has worked diligently with our supply partners to find responsible paper sourcing and with SFI to earn this certification. While we are proud to display the SFI logo in our new books, we are prouder of its meaning: that we take seriously our responsibility to be good stewards of God's creation."*

Rainbow Publishers has also obtained an FSC certification for books in its Legacy Press ([www.LegacyXPress.com](http://www.LegacyXPress.com)) division.

### **About Sustainable Forestry Initiative**

SFI Inc. is a fully independent, charitable organization dedicated to promoting sustainable forest management. It is one of the world's largest forest certification programs, and is internationally recognized and accepted. Their forest certification standard is based on principles which include measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value. Since 1995, SFI-certified organizations have contributed almost \$1 billion (US) toward forest research.

### **About Rainbow Publishers**

For over 20 years, Rainbow Publishers has helped teachers lead kids to stronger relationships with Jesus Christ. They specialize in reproducible, flexible and age-appropriate Bible teaching books that are a great value to churches and Christian Ministries.

#### **Contact**

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