

ROCKLER CELEBRATES EARTH DAY WITH GOAL TO PLANT OVER 10,000 HARDWOOD TREES

Company Partners with Hardwood Forestry Fund

MEDINA, MN (April 19, 2011) - Rockler Woodworking and Hardware has partnered with the Hardwood Forestry Fund to plant over 10,000 hardwood trees. As part of an event that celebrates Earth Day on April 20, Rockler will donate the price of one tree for every purchase made at their website, www.Rockler.com, during the week of April 20-27.

The Hardwood Forestry Fund will use Rockler's monetary donation to plant trees in the United States on public lands managed by professional foresters. The not-for-profit, educational organization targets planting and management of commercially valuable hardwoods, including black cherry, black walnut, red oak, hard maple, hickory, ash, and others. All trees planted by the Hardwood Forestry Fund require a management plan, harvest, and regeneration schedule.

"Teaming with the Hardwood Forestry Fund helps ensure future generations will enjoy the beauty and many uses of trees throughout the natural life of our hardwood forests," said Scott Ekman, Vice President of Marketing at Rockler. "As the benefactors of harvested trees, our partnership to plant trees helps woodworkers understand the importance of supporting organizations like the Hardwood Forestry Fund."



Typical American hardwood forest.*



Planting seedlings at a Piscataquis County (Maine) project directed by the Hardwood Forestry Fund.**

As a woodworker myself, I'm excited to work with Rockler on this project," said Rick Philipps, HFF Chairman. "We know woodworkers have a deep connection to hardwood trees, and share our commitment to being good stewards of this sustainable resource".

Woodworkers interested in participating in the Rockler tree-planting program can place an order on Rockler.com between April 20-27. For more information about the Hardwood Forestry Fund, visit <http://www.hardwoodforestryfund.org>.

Note: Hi-resolution images and text to go along with this news release are available for download at www.rockler.com/news.

*Photo courtesy USDA Forest Service
**Photo Courtesy Piscataquis County Soil and Water Conservation District

ABOUT THE HARDWOOD FORESTRY FUND

Using seedling planting, direct seeding, and forest management techniques to promote natural regeneration, the Hardwood Forestry Fund creates sustainable forests on suitable and quality public sites. The young forests are managed for wildlife habitat, water quality, soil conservation, timber products, and natural resource education. The Hardwood Forestry Fund is a 501 (c) (3) educational foundation based in Reston, VA and is supported by forest products industry, conservation-focused foundations, and individuals. Contributions are deductible to the extent allowed by law. TAX ID: 54-1674210

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 55th anniversary as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI – plus 60 independent reseller locations nationwide, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit www.rockler.com or call 1-877-ROCKLER.