

ROCKLER SETS EARTH DAY GOAL OF 20,000 NEW TREES FOR 2012

Partnership with Hardwood Forestry Fund Aims to Double Last Year's Effort

MEDINA, MN (March 29, 2012) - Rockler Woodworking and Hardware has committed to a goal of planting 20,000 new trees through Earth Day efforts in partnership with the Hardwood Forestry Fund. As part of an event that celebrates Earth Day on April 22, Rockler will make a donation to the Hardwood Forestry Fund for every online, catalog, and retail purchase made from April 1 to April 22, 2012 in an effort to plant up to 20,000 trees – double the number achieved last year.

The Hardwood Forestry Fund will use Rockler's monetary donation to plant trees in the United States on public lands managed by professional foresters. A not-for-profit, educational organization, the Hardwood Forestry Fund 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 are included in a management plan, harvest, and regeneration schedule.



Typical American hardwood forest.*

"Teaming with the Hardwood Forestry Fund helps ensure that 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."



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

Woodworkers interested in participating in the Rockler tree-planting program can purchase items at Rockler retail stores, place orders via catalog or online at Rockler.com from April 1-22 to contribute.

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 58th year 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.