

ROCKLER REACHES 20,000 TREE EARTH DAY GOAL

MEDINA, MN (April 24, 2012) - Rockler Woodworking and Hardware is proud to announce that they have met their Earth Day goal of raising enough money to plant 20,000 new hardwood trees. Rockler joined efforts with the Hardwood Forestry Fund as part of an Earth Day celebration and reforestation effort. Rockler pledged to donate the price of one tree for every purchase made from April 1 through April 22, up to a goal of 20,000 trees. Thanks to elevated customer participation, the goal was reached earlier than expected.



Rockler has long been a supporter of reforestation efforts. Their partnership with the Hardwood Forestry Fund has grown in recent years. The 2012 Earth Day event was twice as ambitious as last year's, doubling the goal from 10,000 to 20,000 trees planted. "The event has been hugely successful and has received overwhelming customer

support" said Scott Ekman, Vice President of Marketing at Rockler. "Hitting our goal tells us our customers really understand the importance of supporting organizations like the Hardwood Forestry Fund, and we in turn extend our support. We're happy to increase the awareness of this unique organization to woodworkers and those who appreciate woodworking throughout the country."

For more information about Rockler, visit www.rockler.com.

For more information about the Hardwood Forestry Fund, visit www.hardwoodforestryfund.org.

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.

