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**Proteus and Pine View Wildlife Rehabilitation and Education Center Host Sustainability Program at Cudahy School**

**FRANKLIN, Wis. (April 15, 2013)** – [Proteus Packaging](http://www.proteus-packaging.com), an international supplier of paperboard packaging solutions, is partnering with [Pine View Wildlife Rehabilitation and Education Center](#) and Lincoln Elementary School in Cudahy, Wis. to educate local youth on the importance of sustainability. Scheduled for April 24, the event is a part of Proteus' ongoing support of the Paperboard Packaging Council's [Trees Into Cartons, Cartons Into Trees \(TICCIT\)](#) program.

In their second year of participation in the TICCIT program, Proteus has expanded their involvement to include events at five Milwaukee-area schools. The annual educational sessions teach students about the natural renewability of paperboard packaging and the benefits of recycling, while providing students with trees to support local sustainability.

Each student receives a tree planted in a paperboard carton, which can be planted directly into the ground. The biodegradable cartons support the trees' growth by protecting the roots and funneling water.

"Our P5 Sustainability program has its greatest impact when we focus on the younger generation and encourage thinking about the future of our planet," said Tim Wayman, executive vice president and chief operating officer of Proteus. "By engaging children in our local community, we can plant the seeds of sustainability practices early while giving them a way to make an immediate impact on their own environment."

P5 Sustainability represents Proteus Packaging: People, Planet, Profits. "People" focuses on employing business practices that are beneficial to employees and the community. "Planet" seeks to utilize recycling and sustainability initiatives in the Proteus plant. "Profits" are emphasized in the traditional sense, as well as the "profits" of Proteus' social outreach.

TICCIT is one way Proteus promotes the P5 Sustainability program in their community. The TICCIT event will be held on Wednesday, April 24, 2013 from 1:30 to 3:00 p.m. at Lincoln Elementary School, 4416 S. Packard Ave., Cudahy, WI 53110.

**About Proteus Packaging**

Proteus Packaging ([www.proteus-packaging.com](http://www.proteus-packaging.com)) is an ISO compliant and cGMP and AIB International-certified provider of packaging solutions for pharmaceutical, nutritional, health and beauty and automotive clients. A privately owned company based in southeast Wisconsin, Proteus Packaging has grown from a regional business to an international supplier with expertise meeting the complex needs of high-volume manufacturers.

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