International Paper Launches “Gathering Around to Help Children” Social Promo Campaign with Gift of Life Charity Fund

Moscow – 16 October 2014 – International Paper and Gift of Life charity fund have together launched a joint social promo campaign called “Gathering Around to Help Children”. The goal of the campaign is to provide support for children with serious illnesses. One rouble from each SvetoCopy paper promo pack will be donated to Gift of Life Fund for implementation of charity programs for children, aimed at providing medical support during the course of treatment, operation and rehabilitation.

«We are very grateful to International Paper for helping children suffering from cancer and other life-threatening illnesses. Thanks to the campaign launched by International Paper, we are able to purchase the necessary medicine and medical equipment to enable us to perform check-ups and treatment of children. What’s also important is that anyone can support the campaign, simply by buying a pack of SvetoCopy paper», - said Ekaterina Chistyakova, Director of the Gift of Life Fund.

“As a socially responsible company, International Paper contributes to the development of communities where we operate”, - said Ksenia Sosnina, President of International Paper in Russia. “With this campaign, we would like to show that every effort matters. By gathering around, each of us can make a real difference by helping little children in need and giving them a brighter future.”

To raise awareness of the “Gathering Around to Help Children” campaign, SvetoCopy paper will feature specially designed packaging. The campaign will be carried out in Russia and Belarus from October 2014 through January 2015.

For more information about the SvetoCopy promo campaign please visit www.svetocopy-detи.ru.

About Gift of Life Fund

Gift of Life offers hope and practical care to children and young adults whose families cannot afford treatment for cancer and other life-threatening illnesses. Thanks to the generous donations of Fund’s supporters, Gift of Life has been able to save the lives of dozens of children through the provision of vital
medicine and treatment. The Fund provide support for children and young adults up to the aged of 25 who are Russian citizens, resident in either Russia or the CIS. Gift of Life is also active in campaigning in Russia for better medical facilities and better access to treatment and medicines.
To learn more please visit www.giftoflife.eu

About International Paper

International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include industrial and consumer packaging and uncoated papers. Headquartered in Memphis, Tenn., the company employs approximately 65,000 people and is strategically located in more than 24 countries serving customers worldwide. International Paper net sales for 2013 were $29 billion. For more information about International Paper, its products and stewardship efforts, visit internationalpaper.com.

About International Paper Russia

International Paper started its operations in Russia in 1998. The company focuses on the production and marketing of office and offset papers, liquid packaging board and bleached chemical thermo-mechanical pulp with wholly owned manufacturing operations in Svetogorsk. The company’s Russian footprint also includes a 50:50 joint venture with the Ilim Group, the largest integrated paper and pulp manufacturer in Russia. International Paper’s most well-known brands in Russia are Ballet and Svetocopy.

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