Weyerhaeuser and World Vision Launch National Diaper Drive to Help Babies in Need Across the U.S.

Weyerhaeuser — Every day 1 in 3 American families struggles to provide a basic need for their babies…clean and dry diapers. Weyerhaeuser [1] and World Vision [2] are working together in response to the higher than ever demand for these products with a national volunteer initiative in the storehouses and sites where World Vision works across the country.

The Problem…and the Bottom Line

- Many U.S. parents struggle to pay for rent and food and cannot afford the high cost of an adequate supply of diapers for their child (6-10 diapers per day)
- Food assistance programs focus solely on food and nutrition and DO NOT cover diapers
- Most Laundromats do not allow laundering of cloth diapers
- Babies kept in wet, dirty diapers for extended periods of time are more likely to cry and suffer health issues, and are at increased risk of abuse
- Most licensed day care centers require a full day's supply of disposable, not cloth diapers
- Non-profit agencies (World Vision [2] storehouses, local food banks) do not have enough diapers to meet the demands of those in need

"Diapers are one of the most highly requested items at World Vision's storehouses across the U.S. The challenge is that the need greatly outstrips donations and the problem is only getting worse," explains Romanita Hairston, World Vision's vice president of U.S. programs. "As the economy continues to struggle, more parents have to make the difficult choice between buying groceries and buying diapers. As a result, many are choosing to keep their children in diapers longer to stretch their dollar further. Studies show when children are left in diapers for long periods of time they are often more likely to be abused." (See World Vision's Romanita Hairston addressing the issue here: http://youtu.be/qa9_plv0oz8 [3]

Weyerhaeuser…It's a Natural Fit

Weyerhaeuser [4] is one of the world's largest producers of fluff pulp—cellulose fibers [5] that are used in many of the diapers sold today. Producing cellulose fibers from trees is just one way in which Weyerhaeuser addresses society's needs with sustainable, innovative solutions [6]. Weyerhaeuser employees have a long history of volunteerism as the company nourishes the communities in which it operates. Learn more at www.weyerhaeuser.com/diaperdrive. [7]

"Weyerhaeuser has a great tradition of employee volunteerism and community involvement [8]" said Dana Buck, director of employee & community engagement for World Vision. "We are excited to partner with Weyerhaeuser in meeting such a basic but critical need for vulnerable children and families."

All Weyerhaeuser employees and retirees are being encouraged to buy and collect packages of new, unopened disposable diaper packages throughout the month of March, to be distributed through World Vision's six domestic storehouses across the country. (See Weyerhaeuser senior managers having fun with babies to encourage participation here: http://youtu.be/S4eBS15Tdtg [9]

Together, **Weyerhaeuser and World Vision invite individuals and groups to participate in the National Diaper Drive** by:

- Hosting their own Diaper Drive to benefit their local community groups. Please call your local food bank or shelter to ask if they can receive diaper donations.
- TEXT GIVING. Text GIVEUSA to 777444 to make a $10 donation to support World Vision's programs that help meet the basic needs of children and families in the U.S.

"Weyerhaeuser has a long tradition of supporting volunteerism and community involvement, which is especially valued in these current times, and I'm personally thankful for this opportunity and great partnership with World Vision [2]," said Dan Fulton, Weyerhaeuser president and chief executive officer.

"Giving in our communities comes naturally for our employees and this diaper drive is a natural fit for us here at Weyerhaeuser since our absorbent pulp products are sold to global manufacturers of diapers. We encourage anyone that would like to participate to join us in this most worthy cause [10]. The bottom line, we can make a difference together - one safe & healthy baby at a time."

About Weyerhaeuser:

Weyerhaeuser Company [8], one of the world's largest forest products companies, began operations in 1900. We grow and harvest trees, build homes and make a range of forest products essential to everyday lives. We manage our timberland on a sustainable basis in compliance with internationally recognized forestry standards. At the end of 2011, we employed approximately 12,800 employees in 11 countries. We have customers worldwide and generated $6.2 billion in sales from continuing operations in 2011. Our stock trades on the New York Stock exchange under the symbol WY. Additional information about us is available at www.weyerhaeuser.com [4].

About World Vision:

World Vision [2] is a Christian humanitarian organization dedicated to working with

children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity, or gender. For more information, please visit www.worldvision.org/press [11]. Follow them on Twitter at @WorldVisionNews.

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SOURCE [14]

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Links:
[1] http://www.weyerhaeuser.com/webcast
[2] http://www.worldvision.org/
[3] http://youtu.be/qa9_pIv0oz8
[4] http://www.weyerhaeuser.com/
[5] http://www.weyerhaeuser.com/Businesses/CelluloseFibers
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