

The Forest Products Association of Canada and the Canadian Wood Council bullfrogpower Head Offices as part of “30 by 30” Climate Challenge

Ottawa, ON, September 22, 2016—Bullfrog Power, Canada’s leading green energy provider, is announcing a new partnership that will see both the Forest Products Association of Canada (FPAC) and the Canadian Wood Council (CWC) choose 100 per cent green electricity and 100 per cent green natural gas for their head offices in Ottawa.

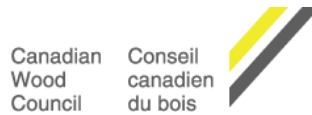
The commitment, announced in conjunction with the industry’s National Forest Week celebrations, builds on FPAC’s ambitious “30 by 30” Climate Challenge that proposes to remove 30 megatonnes of CO₂ a year by 2030—more than 13 per cent of the federal government’s entire goal.

“Choosing green energy with Bullfrog Power is a significant step for an industry that is taking a leadership position in helping Canada achieve its climate goals,” said Ron Seftel, CEO, Bullfrog Power. “By bullfrogpowering their workplaces, both FPAC and CWC are reducing their environmental impact and helping develop new renewable energy projects across the country.”

Derek Nighbor, FPAC’s chief executive officer, said the partnership is the latest step in his industry’s transformation. “We’re innovating and collaborating and doing everything we can to lead by example,” said Nighbor. “Our forests are a national treasure and we need to continue to work together so that they and all the communities that rely on our sector remain sustainable and healthy for generations to come.”

Through the agreement, Bullfrog Power’s generators put 100 per cent clean, pollution-free electricity onto the grid to match the amount of conventional power that the FPAC and CWC head offices use. Across Canada, Bullfrog Power’s green electricity comes from a blend of wind and low-impact hydro power sourced from new Canadian renewable energy facilities.

In addition to their green electricity commitment, Bullfrog Power’s producers will also inject green natural gas into the national pipeline to match the amount of conventional natural gas used by the CWC and FPAC head offices. Sourced from a unique, ground-breaking methane-capture project situated on one of Canada’s landfills, Bullfrog’s green natural gas is a climate-friendly alternative to conventional, polluting natural gas. Through this innovative technology, biogas is captured, cleaned up, and injected into the national natural gas pipeline, displacing fossil fuel-based gas and reducing CO₂ emissions into the atmosphere.



“The partnership between CWC, FPAC and Bullfrog Power is a terrific opportunity for the forest products industry to reach beyond its own energy use and carbon footprint mitigation initiatives to support Bullfrog Power in its work to advance renewable energy in Canada,” said Michael Giroux, President, CWC.

Earlier this year, the CWC supported FPAC’s launch of its “30 by 30” Climate Challenge. The sector has calculated that it can meet its pledge of removing 30 megatonnes of CO₂ per year by 2030 through: forest management practices that can maximize carbon storage in the forest and spur the growth of trees; the use of innovative forest products and clean tech to displace materials made from fossil fuels; and efficiencies at mill sites. For more details on the challenge go to fpac.ca/30by30.

About Bullfrog Power

Bullfrog Power, Canada’s leading green energy provider, offers renewable energy solutions that enable individuals and businesses to reduce their environmental impact, support the development of green energy projects in Canada and help create a cleaner, healthier world. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability. Thousands of individuals and businesses in Canada are doing their part to address climate change and air pollution by choosing green energy with Bullfrog Power. Sign up easily, quickly and affordably at bullfrogpower.com.

Join the bullfrogpowered community online on Facebook (facebook.com/BullfrogPower), Instagram ([@bullfrogpower](https://instagram.com/bullfrogpower)) and Twitter ([@bullfrogpower](https://twitter.com/bullfrogpower)).

About the Forest Products Association of Canada

FPAC provides a voice for Canada’s wood, pulp, and paper producers nationally and internationally in government, trade, and environmental affairs. The \$65-billion-a-year forest products industry represents 2 per cent of Canada’s GDP and is one of Canada’s largest employers operating in hundreds of communities and providing 230,000 direct jobs across the country.



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About the Canadian Wood Council

The Canadian Wood Council (CWC) is the national association representing manufacturers of Canadian wood products used in construction. CWC is a strong advocate for the use of life-cycle assessment and communication about the environmental attributes through the use of Environmental Product Declarations. CWC provides technical and knowledge transfer services relating to codes, standards and regulations. The CWC's vision is a 'Wood First' culture in North American where wood products are recognized as the sustainable building material of choice for residential and non-residential construction. For more information please visit www.cwc.ca | [@CdnWoodFacts](https://twitter.com/CdnWoodFacts)

Contact Bullfrog Power

Jon McKay
Corporate Communications Manager
416.360.3464 ext 239
jon.mckay@bullfrogpower.com

Contact the Forest Products Association of Canada

Simon Tuck
Senior Director, Public Relations
613.563.1441 ext 314
stuck@fpac.ca

Contact the Canadian Wood Council

Natalie Tarini
Communications Manager and Association Secretary
613.747.5544 ext 225
ntarini@cwc.ca