



Press Release

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Caroma's Continuing Donations to Environmental Conservation

Supporting the environment by planting trees in Minnesota

HILLSBORO, OREGON - December 1, 2009 – Caroma, the leader in dual flush toilets and stylish bathroom sinks, is pleased to continue its support of American Forests and the environment by donating trees to the Ham Lake rehabilitation project in Superior National Forest in Minnesota.

On July 4, 1999 a windstorm caused 1000 square miles of blowdown, with the main path passing through the Gunflint Trail. The Gunflint Trail is a State of Minnesota scenic byway that bisects the Boundary Waters Canoe Area Wilderness and is historic because it follows Native American footpaths that are centuries old. It now serves a significant portion of Cook County residents and businesses. The area was struck again by disaster in May 2007 when the Ham Lake Fire occurred, the largest wildfire in the history of the Superior National Forest. Caroma is contributing to the planting of 134,000 red, white and Jack pine to benefit threatened, endangered, and sensitive species. This planting will be a part of Gunflint Green Up, which began in the summer of 2007 and involves public participation in reforestation after the fire. Volunteers included Girl Scout Troops, families, college students, senior citizens and friends and families of those who lost homes in the fire.

“We are pleased that Caroma continues to sponsor American Forests replanting programs,” states Deborah Gangloff, Executive Director of American Forests. “Their continued support of programs such as the Ham Lake rehabilitation project shows their concern for the environment and willingness to think beyond their primary business of water conservation. We look forward to their ongoing donations to environmental conservation.”

American Forests' mission is to grow a healthier world with trees by working with communities on local efforts that restore and maintain forest ecosystems. Our work encompasses planting trees, calculating the value of urban forests, fostering environmental education, and improving public policy for trees at the national level. We have a goal of 100 million trees planted by 2020.

According to Derek Kirkpatrick, Caroma North America General Manager, “We are concerned with protecting the environment for our children and further into the future. Caroma promotes water conservation with high efficiency toilets and urinals, and we are extremely pleased to expand beyond water conservation by becoming a sponsor of American Forests and their environmental restoration programs.”

About Caroma

Since 1941, Caroma has been a world leader in quality and innovation of bathroom products, continually providing reliable, high efficiency toilet suites and sinks. With 41 WaterSense labeled toilets – more than any company in the industry - and complimentary, stylish sinks, Caroma offers award-winning products that help preserve the world's most valuable resource - water. Combining quality, water-conserving products with superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish design. The company can be contacted by phone at 1 800 605 4218 or (503) 681 2720, via email at info@caromausa.com, or on the Web at www.caromausa.com.

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