

# PAPERbecause



The **PAPERbecause** campaign was developed to highlight the key role paper plays in our lives and the reason why it's an environmentally-sound choice

Campaign includes print ads as well as 30-second videos.

To learn more, visit [www.PAPERbecause.com](http://www.PAPERbecause.com)

Links to videos:

<https://www.youtube.com/user/PaperBecause>