



**INFORM launches [The Secret Life of Paper](#), a brand new video in The Secret Life Series - A MUST SEE.**

New York City - August 11, 2008. Everyone is talking about global warming, but did you know that there is a direct link between the paper we buy and consume on a daily basis and climate change? [INFORM](#) has just released [The Secret Life of Paper](#), a dynamic 5 minute film about the environmental impacts of paper production and consumption. Be one of the first to [see it!](#)

[The Secret Life of Paper](#) features business and environmental [experts](#) who discuss pressing issues surrounding paper and offer positive, practical solutions in an upbeat and inspiring way. This film - in fact, the entire Secret Life Series - is dedicated to the proposition that a well-informed public is a powerful force for positive environmental change.

We hope you enjoy viewing our film and that you will help us spread the word about the need to preserve the world's forests, decrease consumption of paper made from virgin fibers, and tackle the problem of climate change. **Here's what you can do to help:**

- Send the video on to your personal and professional networks
- Blog about it or write an article about it
- Post the video or a link on your website
- Announce the video in your newsletter and other electronic communications
- Arrange a screening
- Watch our video on the [Environmental Paper Network's](#) new website, which will launch on August 21.

And let us know what you think! We are always looking for feedback.

For additional information about *The Secret Life of Paper*, *The Secret Life* series, and/or INFORM, please contact: Sophie Cardona, Communication Strategist, via email at [cardona@informinc.org](mailto:cardona@informinc.org), or by phone at 212.361.2400 ext. 244.

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### **About INFORM**

INFORM is a media-based education and advocacy non-profit organization located in New York City. Our mission is to raise awareness about the effects of human activity on the planet through fact-filled and engaging videos that illuminate and inspire people to

take action. INFORM is also a member of the Environmental Paper Network. For more information, visit us at [www.informinc.org](http://www.informinc.org), or call us directly at 212.361.2400.