

## CUSA Highlights >

# The Canon Forest Program is Back

April 2009

After a successful first year in 2008, Canon U.S.A. has announced it is bringing back The Canon Forest Program, this time with a new partner--[The Arbor Day Foundation](#).



From May 1 - August 31, Canon will plant one tree for every 10 new and existing Canon Generation Green products that are registered.

Also, new this year, Canon will plant one tree for every new hardware item (excluding ink, paper, toner, and accessories) from the Canon e-Store ([www.estimate.usa.canon.com](http://www.estimate.usa.canon.com)).

The Canon Generation Green line of products, including PIXMA Inkjet Printers, imageFORMULA DR scanners, imageCLASS printer products and CanoScan and LiDEscanners, offers paper-saving technology and energy-saving measures, as well as minimal product packaging, all helping to contribute to the overall sustainability of the environment.

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Consumers will be able to track the program's progress at [www.usa.canon.com/green](http://www.usa.canon.com/green). Here, customers can register their new and existing Generation Green purchases, view a tree counter and explore several other features of the site.

Canon U.S.A.'s commitment to the environment and nature extends to several other programs including the Canon Envirothon, its sponsorship of the PBS Nature series, support of Yellowstone National Park and several other activities.

The Arbor Day Foundation is a nonprofit conservation organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees.

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