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TFF Unveils New Organization Website

Tools and Resources That Support Sustainable Forest Management

Alexandria, VA, December 8, 2009 – The Tropical Forest Foundation (TFF) launched a renovated, state-of-the-art website (<http://www.tropicalforestfoundation.org/>) today. The interactive format is more accessible and educational for its current supporters, prospective participants, contributors and media. The resources and robust research contained within the site will allow TFF to support its mission to increase sustainable forest management and conservation in tropical regions across the globe.

The new website highlights TFF's verification programs in a format that is easy to comprehend and encourages proactive involvement. As demand for environmentally responsible products and services rapidly increases, training in reduced impact logging and third-party certification such as TFF's is critical for assuring both manufacturers and consumers that natural resources have been harvested using sound, sustainable practices. TFF recognizes that consumers and manufacturers need easily obtainable and reliable information, thus, it has positioned itself as the first step in forest sustainability, and with its new website, provides faster access to this information.

TFF has had a long-running commitment to field research and onsite training. Its promise to serve its supporters is emphasized on its new website – which will allow supporters, contributors and prospects to easily access the latest research. Now more than ever, companies and governments operating in tropical regions can easily begin the process of obtaining on-site training directly through the website.

The website's updated on-site project section helps bring TFF's work to life, with interactive tools that allow viewers to learn about projects in South America (Brazil and Guyana), the Congo Basin (Gabon), and in the Asia Pacific (Indonesia) through a multimedia format.

"In order to play an active role in conserving one of our most precious natural resources, tropical forests, we feel it is pertinent to be, not only, a service provider but a source of knowledge for our supporters and contributors," remarked TFF President, Keister Evans. "We are proud to unveil our new website. We encourage current supporters to re-visit the site for updates and organizations considering involvement or sponsorship opportunities to visit the site to learn about how they can play a larger role in this critical issue."

For more information and photography please see our electronic press kit at <http://tff.icpresskit.com> or visit our pressroom at www.tropicalforestfoundation.org/pressroom.

About the Tropical Forest Foundation

TFF is an international nonprofit dedicated to sustainable forest management in the tropics. TFF consists of a unique combination of leaders from major environmental organizations, large international companies, wood products companies in developing countries, and government observers. TFF supports training, outreach, and research pertaining to sustainable forest management in tropical regions around the world.

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