

SC Johnson Partners with Conservation International to Screen Innovative New Virtual Reality Film at SXSW®

SXSW Attendees Encouraged to Join Company in Saving 10,000 Acres of Rainforest Via Matching Challenge

FOR IMMEDIATE RELEASE

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About SC Johnson

SC Johnson is a family company dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care, as well as professional products. It markets such well-known brands as GLADE®, KIWI®, OFF!®, PLEDGE®, RAID®, SCRUBBING BUBBLES®, SHOUT®, WINDEX® and ZIPLOC® in the U.S. and beyond, with brands marketed outside the U.S. including AUTAN®, TANA®, BAMA®, BAYGON®, BRISE®, KABIKILLER®, KLEAR®, MR MUSCLE® and RIDSECT®. The 131-year-old company, which generates \$10 billion in sales, employs approximately 13,000 people globally and sells products in virtually every country around the world.

www.scjohnson.com

RACINE, Wis., March 9, 2017 – South by Southwest® (SXSW) festival attendees will have a chance to experience the sights and sounds of the Amazon rainforest through a groundbreaking new virtual reality (VR) film this weekend during a screening in Austin, Texas. SC Johnson and Conservation International (CI) have partnered to present *Under the Canopy*, a VR film that offers viewers a rare opportunity to see the Amazon like few ever have. It will be shown in the VR Viewing Lounge at the Social Good Hub. Attendees can also do their part to help save this very important resource by protecting an acre of rainforest for just \$25 – which SC Johnson will match up to 5,000 acres for a total of 10,000 acres.

Under the Canopy allows viewers to explore the extraordinary landscape of Amazonia guided by the indigenous people who inhabit the region and are essential to its protection. Viewers will feel like they are swinging from treetops and plunging into rivers as they learn more about why people need the rainforest to thrive. From its role as the world's largest watershed to the fact that its trees absorb carbon and help regulate climate, the Amazon region provides the foundation for healthy societies around the world.

Step Up to the Challenge and Help Protect 10,000 Acres of Rainforest

SC Johnson, the maker of trusted household products like Pledge®, Glade®, OFF!®, and Ziploc®, is the distribution partner for *Under the Canopy*, which was previewed at the Sundance Film Festival earlier this year. Beyond sponsoring the film's distribution, SC Johnson is raising the stakes with a challenge. For every acre of rainforest protected through the CI donation page, the company will provide an acre-for-acre match.

"The Amazon region produces 20 percent of the world's breathable oxygen, hosts immensely diverse species and is home to millions," said Kelly M. Semrau, Senior Vice President - Global Corporate Affairs, Communication and Sustainability at SC Johnson. "Safeguarding it for future generations is vitally important and SC Johnson is proud to partner with Conservation International to share this unique film with SXSW attendees. We hope they will be inspired to join us in protecting this valuable resource."

Protecting an acre of tropical forest through CI costs just \$25. SC Johnson will match donations up to 5,000 acres for a total of 10,000 acres. Donations can be made at www.conservation.org/protect.

Experience the Amazon at SXSW

The viewing lounge will be located in the Social Good Hub at Techspace Austin on Sunday, March 12, and Monday, March 13, from 9:00 a.m. to 6:00 p.m. Attendees will have the opportunity to experience the film in immersive virtual reality, and then learn more about joining SC Johnson's acre-for-acre matching challenge to help protect the rainforest.

For those not attending SXSW, the film can be viewed online at www.conservation.org/canopy, and those with VR headsets can experience the powerful VR version via the [JauntVR app](#).

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About Conservation International (CI)

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity for the well-being of people. Founded in 1987, CI is headquartered in the Washington, D.C. area and employs more than 800 staff in 30 countries on six continents, and has nearly 1,000 partners around the world. For more information, please visit our website at: www.conservation.org/ or visit us on [Facebook](#), [YouTube](#) and [Twitter](#).

Editor's note: For access to resources including an infographic, links to the film and images, go to <http://www.multivu.com/players/English/8031131-sc-johnson-conservation-international-under-the-canopy>

To learn more about SC Johnson's commitment to protecting against deforestation, go to scjohnson.com/amazon