

SC Johnson Brings New Meaning to the Word “Match” this Valentine’s Day

Extend Your Love with an Eco-Friendly Gift for the Person Who Has Everything

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 130-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., February 10 – What started as a holiday to celebrate love and kindness has turned into a high-pressure holiday with quite the price tag. In fact, according to the National Retail Federation, Americans spent \$19.7 billion last year on Valentine’s Day gifts and festivities. Instead of the usual flowers and candy this year, SC Johnson, the maker of trusted household products like [Pledge®](#), [Glade®](#), [OFF!®](#), and [Ziploc®](#), invites people to consider making a lasting impression on friends and family with a gift that will inspire. Show your love by protecting the environment for future generations.

Give the Gift of Conservation

The Amazon rainforest is home to millions of diverse species and people. It plays a critical role in climate control and provides the foundation for healthy societies around the world. In fact, 20 percent of the world’s fresh water and 20 percent of breathable oxygen come from the Amazon region, yet we are losing 3.7 million acres a year. Every second that goes by, a slice of rainforest the size of a football field is mowed down. This Valentine’s Day, SC Johnson is encouraging people to celebrate their love for the planet by working together to ensure the world’s most important forests are protected.

A Match for your “Match” – Donate One Acre, Save Two

SC Johnson has launched an acre-for-acre match challenge to help protect the Amazon rainforest. For every acre protected through Conservation International (CI), the company will double donations, for a total of 10,000 acres.

The acre challenge is part of SC Johnson’s partnership with CI to support the new virtual reality film *Under the Canopy*, which highlights why people need Amazonia to thrive, from its role as the world’s largest watershed to the fact that its trees absorb carbon and regulate climate. Every acre of rainforest protected through CI’s donation page will aid in preserving one of the world’s most vital life-support systems. Details on the challenge are listed below:

- Protect an acre of tropical forest through Conservation International for just \$25
- Double your impact, SC Johnson will match acre-for-acre up to 5,000 acres
- Donate today at www.conservation.org/protect

A Virtual Adventure to share with your Valentine

Under the Canopy offers viewers the chance to experience the wonder of the Amazon in 360-degree virtual reality. Couples and families can bring out their adventurous side from the comfort of their own home by viewing the newly launched film online at www.conservation.org/canopy. Viewers will be swinging from treetops and plunging into rivers, as they explore the Amazon rainforest in a way that few have a chance to do in person. Additionally, those with virtual reality headsets can experience the powerful, immersive VR version via the [JauntVR app](#).

For more information about SC Johnson and its sustainability efforts visit the company on [Facebook](#), [Twitter](#) or at www.scjohnson.com.

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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>